

Chapter 7

Understanding Advertising

Q.1 What do you understand by the word brand? List two reasons why building brands is central to advertising?

Ans.: By 'Brand' we understand, how a particular product is being differentiated from other products in the market, by the means of name and logo.

The two reasons why building brands are central to advertising are:

1. It differentiates the product from the local or competitive products in the market.
2. It also helps to maintain brand loyalty by creating a positive image in the eyes of the consumer.

Q.2 Choose two of your favourites print advertisements. Now, look at each of these and answer the following questions:

- a. What visuals and text is being used in these advertisements to attract my attention?
- b. What values are being promoted in these advertisements?
- c. Who is this advertisement speaking to and who is it leaving out?
- d. If you could not afford the brand that is being advertised how would you feel?



Ans.: The two of my favourite print advertisement are mentioned above 1st is of Magicbricks who are one of the leading property solution company, and 2nd is of Pears soap one the best and different product in the market.

1) MagicBricks.com

- a) The tagline is “For anything and everything” in terms of property solution, and by placing a street sign logo company is showing various options available with them.
- b) By this ad, the Brand is trying to show how much they are concerned and connected with the people's requirement.
- c) Through this print ad, the company is trying to get connected with all the people and prompting them to buy their home through them.
- d) I will not feel anything bad, as it is being a personal choice.

2) Pears

- a) The tagline says “Keep the innocence of Your skin alive”, as the brand tries to make the bonding with the customer by showing how much they care about the customer.

- b) The brand tries to show the love and care between a mother and daughter, the same way the brand cares about the customer.
- c) The Brand is targeting each and every customer.
- d) I will not feel anything bad, as it is being a personal choice.

Q.3 Can you explain two ways in which you think advertising affects issues of equality in a democracy?

Ans.: Advertising is the mode through which brands can connect with each and every individual and makes us forget the issues like poverty and discrimination. They ignore the lives of the poor and mostly the faces of these ads are rich people. Apart from this, it is very difficult almost impossible for the large majority of people to buy such costly/branded products. Only a small group of high-class people can afford to buy them. Here, the principle of equality is ignored.

Q.4 Making an advertisement requires a lot of creativity. Let us imagine a situation in which a manufacturer has just made a new watch. She says that she wants to sell this watch to school children. She comes to your class and asks you all to create a brand name as well as an advertisement for the watch. Divide the class into small groups and each group create an advertisement for this watch. Share it with the class.

Ans.: Once you make the group, then start working on a name brand. As the name of the brand plays the most important role is building its reputation. Now, you can make a team of two and start working on advertisement. While making an advertisement make sure that you know what you want advertisement to be focus on. Advertisement should be good in connecting with the consumers, in this case consumers are school students. Once all teams in your group have come up with some thoughts, come together as a group and consolidate on the best idea and discuss it with your teacher and the other group.