

ADVERTISEMENT

1. WHAT IS ADVERTISING?

Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them.

Advertising is always present, though people may not be aware of it. In today's world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines, journals etc), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colours, sounds, visuals and even people (endorsements).

2. CREATIVITY IN ADVERTISING:

The term “creativity” may be defined as a creative state of mind for expressing the rational feelings to bring something new, relevant, useful and valuable from the existing ideas. Advertisements with creative thinking which are often called creative advertising ultimately denotes the very process of producing advertisements as advertising is a business as well as an art. To ensure the positive impact of advertising creative ideas particularly that are new and relevant have to be used. Creativity is one of the basic reasons why producers require the efforts of an advertising agency. Creativity in advertising ensures that objectives are met and fulfills the psychological marketing and corporate requirements of their consumers.

3. VISUALIZATION:

When we talk about visualization we talk about the art in advertising. It is a process that starts with the design of advertisements and results into the development of a finished product that is a layout in print and storyboard in television. The visualizer in his mental eye sees how an ad will be made he decides upon how certain basic elements shall be placed in the advertisement. These elements are:

- Headline
- Sub-headline
- Body copy

- Illustration
- Logo/ signature/ tagline

The visualization process is shared by the copywriter and the creative director of visualization. They basically decide which are the elements that should be featured in the advertisement. For example- The product, the people, what they should be doing, background, pictures, name and address of the company, logo they also decide how and where to place these elements in the final advertisement copy which will be a well balanced whole and is made up of different elements this is known as ‘Thumbnail’ which are rough sketches of various alternatives.

The visualization process:

- **Orientation-** It is concerned with making oneself familiar with the problem and its environment.
- **Preparation-** A perfect knowledge about the product, the organization, the competition along with the target audience is required
- **Analysis-** Once the facts are collected they are then processed into meaningful information in order to interrelate the relevant facts. It includes logical thinking to facilitate comprehension of the parameters related with the copy or the story board preparation.
- **Ideation-** Here an idea actually flashes in the mind of the designer. He attempts to give meaningful pattern in the idea in order to finalize the copy theme and to develop alternative ideas. The creative team carries out brainstorming sessions to come up with the best ideas.
- **Incubation-** At times the idea is put away and the problems are set aside. The subconscious mind works upon the various ideas and sometimes the best idea suddenly comes up leading to solution of the problem.
- **Synthesis-** The bits and pieces of ideas are finally put together to generate a proper picture. The thoughts are sorted shifted and those which doesn't fit in are eliminated. Connections are created by refining and polishing the ideas.
- **Evaluation-** This part of the process is concerned with judging the relevant idea whether it is appropriate for the ad and capable of execution.

4. ADVERTISING APPEALS:

Advertising is an expensive, time consuming and important marketing activity. Firms have great stake in the success of the advertising campaigns. A vast amount of time, money and energy goes into the creative work of developing advertising appeals to influence the buying behaviour of the consumers. Advertisement through their various

appeals influence the prospects purchase decisions rationally and emotionally. Appeals arise from human needs. Appeals can be broadly classified as:

Rational appeals- These are those appeals that are directed at the thinking process of the audience they involve some sort of a deliberate reasoning process which a person believes is acceptable to other members of his social groups. These ad try to show that a product would give the expected functional benefits to the consumers. Rational ads are more believable and efficient. Motives considered are-

- High quality
- Low price
- Long life
- Performance
- Ease of use
- reasonable value
- Economy

Industrial buyers are more responsible to rational appeal. They make purchase decisions enlightened by technical specifications of the product, its quality, easability, durability etc.

For example- MRI machines, laptops, x-ray machines, printer etc.

Emotional appeals- Emotional appeals are those appeals which are not processed by careful analysis of pros and cons in making a buying decision. Emotions are those mental agitations or excited state of feelings which prompt us to make a purchase. Emotional appeals can be both positive and negative. These are very carefully used by the advertisers to put forward an agreement.

- **Negative emotional appeal-** An advertiser may try to induce a particular behavioral change by emphasizing either a completely negative emotion or a combination of negative and positive one. They try to reduce a person's anxiety about buying and using a product by using this strategy. Anxiety is increased by showing how not using the particular product may lead to some negative situations. For example Life insurance, healthcare, vaccination etc.
- **Positive emotional appeal-** A positive appeal stresses on the positive gain that a person will get by acting according to the advertising communication. For example Domino's, KFC, Cadbury, Maggi etc.

Different kinds of emotions:

- **Fear appeal-** It is the most important and most effective of the emotional appeal messages. Effectiveness increases with the level of fear it generates. The use of fear appeal is in getting people to start or stop something that they should or should not be doing. For example sanitary napkins, tobacco cigarettes, etc
- **Death appeal-** Agencies normally consider death as a taboo and avoid using death thing and mortalities in their death advertisements, but nowadays many

advertisement show death in order to forcefully stop them from doing something. For example insurance, smoking, cancer, road rage etc.

- **Positive appeal-** Highlights the benefits and attributes which influences the consumer behaviour. They are emotions like love, humor, pride, prestige, Joy, happiness. For example- Oreo, dark fantasy, 5 star etc. Advertisers also successfully use messages to communicate joy and thrill that they will get by using a product. Example – mountain due, thumbs up etc.

Social and moral appeals- advertisements are often criticized for their impact on society creating materialism, degeneration of values, depicting stereotypes, and controlling the media. However advertising plays a very important role in creating social awareness, sensitivity, knowledge and raising issues like family planning, domestic violence, human and animal trafficking, drug abuse, substance abuse, energy saving, tree plantation, conservation of energy, population control etc.

5. PRINCIPLE OF LAYOUT:

Layout refers to the creative process of the arrangement of the various elements of an ad copy in such a manner that it generates an overall impact which is much desirable and appreciable. The layout activity involves bringing into other all the pieces together before the advertisement is sent out for production the layout involves decision as to how the various components of headlines, illustration, copy and identification marks are to be arranged and positioned on the page. The size of the advertisement will obviously have an effect on the decision. There are five considerations to take into account in developing the print layout.

- **Balance-** The arrangement of elements to achieve a pleasing distribution or visual impression.
- **Contrast-** Using different sizes, shapes, densities and colours to enhance attention value and readability.
- **Proportion-** The relation of objects to the background in which they appear and to each other.
- **Gaze motion-** The headline, illustration, copy and identification marks in that order will usually provide the most logical sequence for gaze motion or a movement in some cases as per the demand of the advertisement this pattern can be altered.
- **Unity-** The qualities of balance, contrast, proportion and gaze motion should be combined to develop unity of thought, appearance and design in the layout. For example- coupons should not be placed at the beginning of the advertisement.

Unity is best achieved by keeping the layout simple and uncluttered and to ease the readers task of comprehension white space which is the most part of the advertisement shows nothing should be used judiciously.

6. ELEMENTS OF AN ADVERTISEMENT

Headline- Research shows that most ads are not read beyond the headline. Headline deserves more attention and creativity along with selectivity.

- It identifies the product being advertised.
- Gives a promise of some benefit.
- Some new element or used about the product.
- Includes brand name.
- Includes the USP.
- Element of curiosity to make the reader read further.
- Headline should be memorable

Illustration- Most ads contain some illustration. Its basic aim is to attract the readers attention to the ad.

- Like headline illustration should also convey what is being offered for sale.
- Illustration portrays the promise made in the headline.
- The use of contrast for emphasis is another way for getting attention. Color, size, shape are used to create contrast.
- Series of illustration shows different stages before, during and after using the product to fascinate the reader's interest.
- Illustration is important to design layout for publication in newspapers and magazines.

Slogan- Slogan is a catch sentence or a phrase which is easy to remember. It gives identity to the company or the brand. It is a repetitive, easily remembered, bright, cheery and charged with emotions.

Background- Background provide the theme for layout. It helps in creating contrast and making other relevant items stand out.

Border- It is defined as the frame of the ad. It may be light or heavy, plain or fancy or completely absent. It lends symmetry to the ad.

Body copy- Once the headline and illustrations succeed in getting the attention, the body copy takes on. The body copy again should be able to fascinate the reader and lock his interest. It should come to the point quickly before the reader loses his interest. The body copy should never tell a lie even when there are weaknesses in the product it could be admitted to and counterbalanced by some very unique positive feature in its ad itself.

This style of body copy informs the customers better about the product and makes him more confident about it. It also prevents the competitors to attack its weak points. It should be able to give the consumer specific factual information about the product in simple language small sentences and short paragraphs. A friendly enthusiastic approach of the copy keeps the reader's interest. Short copies are favoured but there is no ban on the long

copies. In fact for the industrial products a longer copy is more desirable but whatever the style of the copy is, attempt should be made to make it interesting and memorable.