



# 18

## ADVERTISING INDUSTRY

Which toothpaste do you use? Have you seen its advertisement? If there was no advertising, how will you know that this brand of toothpaste is being sold in the market? Ads provide us with information about new products. Advertising as a medium of information can be very powerful. However wrong advertising can reduce the sales of a product. Are there any ads that you find annoying? In this lesson, you will learn more about the world of advertising and what makes a good ad campaign.



### OBJECTIVES

After studying this lesson, you will be able to do the following :

- explain the principles of advertising;
- identify key concerns in advertising planning;
- list the guidelines governing the ad industry;
- describe the main components in the structure of an ad agency;
- differentiate between advertising and public relations.

### 18.1 PRINCIPLES OF ADVERTISING

Do you like going to the markets? People often like to buy new things but advertisers and ad agencies believe that customers have needs and desires, which are fulfilled through sale and purchase of goods. Do you like watching/ reading ads? Do you know that a lot of thought goes into creating even a small advertisement?

There are some basic principles that all ad producers keep in mind when creating an advertisement.

People have some basic needs – physiological, safety, love, esteem and self –



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confidence. Advertising keeps these needs in mind and appeals to emotions of envy, fear and anxiety about one's status and appearance.

The key principle is to gain the attention of the consumer. This can be done by working with size, colour, visualization, slogan etc.



**Fig 18.1**

The ads stimulate desire. They try to make people want the special product that is being advertised. They make you feel special, exclusive or 'cool'.



**Activity 18.1**

*Make a list of 10 ads that make the reader/ viewer/ listener desire the product being advertised.*

The ads also impart conviction. They put on a show of certainty and surety.

For example, the ad might say that, if you use Fairglow fairness crème, you will be successful!

**SOME IMPORTANT ADVERTISING TERMS TO REMEMBER**

*Jingle*

A jingle is a rhyming song used to advertise a product. These can be traced back to 1923 around the time commercial radio came to the public.

*Spot*

A spot is an advertisement on audio/visual mediums such a television, radio, cinema or cable television.

*Consumer*

A consumer is a person who uses any product or service.

**INTEXT QUESTIONS 18.1**

1. Match the following sentences :

- |                   |  |
|-------------------|--|
| i) classified ads | a) person using a product or service         |
| ii) display ads   | b) advertisement on audiovisual mediums      |
| iii) consumer     | c) direct but dull.                          |
| iv) jingle        | d) bright and catchy                         |
| v) spot           | e) rhyming song used to advertise a product. |

**Activity 18.2**

Do you remember the ad jingle for Bajaj bulbs?

*Jab main chota bachcha tha,  
bari shararat karta tha.  
Meri chori pakri jati,  
Jab roshan hota Bajaj.*

Now make an ad jingle for a new brand of tubelights.

**18.2 PLANNING AN ADVERTISEMENT**

Which is your favourite ad medium? Is it print, audio or video? How do you think an ad is created? In this section, we will see how an advertisement is planned. Since the cost of making an ad is very high, it is very important for ad agencies to plan the ad campaigns well.

Some key questions such as the following are to be kept in mind.

- Why does a company need to advertise? Does the company want more people to buy a product; does the company want a good public image or does the company want to introduce a new product?
- Who is the target group for the ad? Is it school going children, teenage boys and girls or office going women ?
- What message is to be conveyed through the ad? Is it that the product is the best in the market? Is it that the product is the cheapest? Or is it that a film star uses the product and so it is stylish to use the product?



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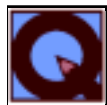


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**Fig. 18.2 : Product campaign**

- Where is the target group located? Does one need to reach them through print or radio or television? Do they live in metros, big cities, towns, or villages?
- How will the ad agency reach this public, the target group? Will it be through a big ad campaign through FM radio? Will it be television, or will it be language newspapers?
- When and for how long will the ad campaign run? Will it be for 6 months, 3 months or a week?
- How long should an individual ad be? One minute, 30 seconds or 10 seconds?
- What should be the language of the ad? Will it be English, Hindi, regional languages or a mix of several languages?
- What kind of visuals (people/ objects) should be used in making the ad? Will it be very glamorous people; will it be middle class housing? Or will it have foreign locations?



**INTEXT QUESTIONS 18.2**

1. List five points to be kept in mind while planning an ad campaign.
  - i)
  - ii)
  - iii)
  - iv)
  - v)



### 18.3 GUIDELINES FOR ADVERTISING

Are there ads that make you uncomfortable? Do you think that sometimes ads are not completely true? There are some important guidelines laid down for ad makers and should be kept in mind when producing an advertisement.

- Ads on cigarette, bidis and other tobacco products, alcoholic drinks and other intoxicants cannot directly endorse the product.
- The ads on aerated water (soft drinks) should contain a declaration that it contains no fruit juice/ fruit pulp and is artificially flavoured.
- Medicinal products need to get the script approval of the Drugs Controller before broadcast.
- Ads cannot contain any exaggerated, exceptional or misleading claim.
- Ads need to conform to the Constitution of India and cannot offend the morality, decency and religious beliefs of people.
- Ads cannot be insulting of any race, caste, colour, creed or nationality.
- Ads cannot provoke people to violence, crime or cause disorder.
- Ads cannot present criminality as desirable or admirable.
- Ads cannot adversely affect friendly relations with a foreign state.
- Ads cannot be presented as news.
- Ads cannot portray women as passive, weak or submissive.



#### INTEXT QUESTIONS 18.3

1. State whether the following statements are true or false:
  - i) Ads about medicinal products need to get the script approval of the Films Division before broadcast.
  - ii) Ads should provoke people to violence and crime.
  - iii) Ads are news.
  - iv) Ads cannot contain any exaggerated, superlative or misleading claim.
  - v) Ads can portray two men as passive, weak or submissive.
  - vi) Companies can show bidi and tobacco ads on television.
  - vii) Ads cannot be insulting of any race, caste, colour, creed or nationality.
  - viii) Ads can promote lying and cheating.

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**Activity 18.3**

- *Make an ad breaking the guidelines mentioned above. Keep the following in mind:*

*It should be selling a consumer product like tea, washing powder, toffee, oil, crème, soap etc.*

*Make a slogan or tagline. Make a jingle.*

*Enact the ad before your family or friends.*

- *How do you feel after creating such an advertisement?*

**18.4 ADVERTISING AS A CAREER**

Advertising field offers a range of interesting careers – from executive work to one with a more creative dimension such as copywriters and visualizers. A career in advertisement is quite glamorous and at the same time challenging with more and more agencies opening up every day. Whether it's products, companies, personalities or even voluntary organizations, all of them use some form of advertising in order to be able to communicate with the target audience.

Advertising offers different career paths:

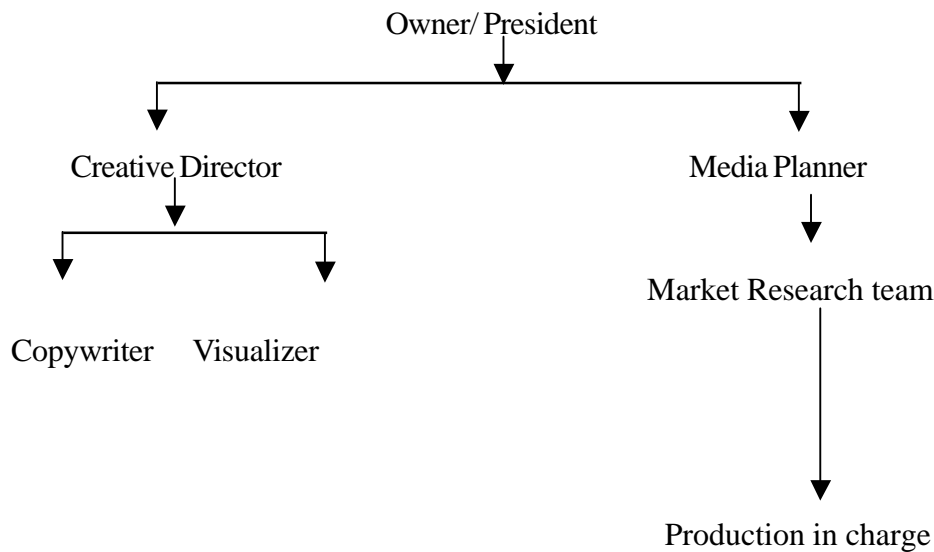
- People can join a television company, a radio station, a newspaper or magazine and sell time or space to companies who want to advertise their products or services.
- They can join a manufacturing company and work as Brand Managers.. Brand managers plan, develop, and direct the marketing efforts for a particular brand or product.
- People can work with an advertising agency.

Let us study the structure of an ad agency.

**STRUCTURE OF AN AD AGENCY**

An ad agency employs people with various skills.

Given below is the structure of a small ad agency.



### DID YOU KNOW?

***COPY:** This is material (texts, songs, slogans etc. written by copywriters. The main purpose of this material is to encourage consumers to buy goods or services being talked about. A good copy becomes an important aspect of a successful ad campaign.*

Some key jobs:

- **Creative director**

This is a senior position in an ad agency. The creative director coordinates the copywriting and designing and has to supervise the production of the ad.

- **Copywriters**

Also called wordsmiths, copywriters produce the wording of an advertisement. All the witty, sometimes emotional and touching taglines, slogans, jingles, and dialogues of famous ad campaigns are written by these hardworking and creative copywriters.

Do you recall the Dhara oil advertisements?

‘Dhara dhara – shuddh dhara...’ This ad became very famous for its text messages and images even among non Dhara users. Besides being bright and talented, copywriters have a flair for languages. They are good with producing emotion through words.

- **Visualizers**

They are artists who create images based on what the copywriter has created. Visualizers may work with graphics, images, photographs, moving image and sound. To put it simply, the visualizers design the ad. Which is your favourite ad these days? What is it about the visualization that you like?



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- **Freelancer**

A freelancer is a person who works independently for people and has no long-term contract with any organization. In an ad agency, they can work as copywriters, jingle writers, radio announcers, artists, visualizers, technical writers etc.

- **Production-in-charge**

This person heads the Production department, the section which employs people with diverse talents. Persons skilled in printing technology, desktop publishing (DTP) technology, photography, typography, videography, and video and sound editing work in this department.

- **Media planner**

This person prepares and allocates the budget for the ad. She selects the media, decides the frequency, size and position of an advertisement. She is helped by the market research team from the ad agency or research undertaken by an independent outside agency.

- **Market research**

Have you seen people who often visit other people’s homes and want to know which television the family uses or which soft drink they prefer to consume. They are from the market research wing of a company, often an ad agency. Market research is the process of systematically gathering, recording and analyzing data and information about customers. The information about customer likes and dislikes helps in creating an ad campaign, launch a new product or service, improve existing products and services and expand into new markets. Market research can be used to determine which part of the population will purchase a product/ service, based on variables like age, gender and income level.



**INTEXT QUESTIONS 18.4**

1. Choose the correct alternative:
  - i) What does a copywriter do?
    - a) makes photocopies of the ads.
    - b) writes the main slogan, taglines and dialogue of the ad.
    - c) uses the typewriter.
  - ii) Who heads the ad team?
    - a) Creative director
    - b) Market researcher





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- c) Copywriter
- d) Film director
- iii) Who is a freelancer?
  - a) Someone who works independently and has no permanent employment with one organization and gets paid according to the work done, rather than a monthly salary.
  - b) Someone who works for free.
  - c) Someone who works independently in a permanent job with monthly salary and Provident Fund.
  - d) Someone who has a lot of free time in office.
- iv) Who is a media planner ?
  - a) one who selects the clients
  - b) one who selects the advertising media
  - c) one who selects the ad agency
  - d) one who selects the research team
- v) Who is a visualizer ?
  - a) one who designs the ad
  - b) one who writes the text for the ad
  - c) one who helps in the production of the ad
  - d) one who prepares the budget for the ad

### 18.5 DIFFERENCES BETWEEN ADVERTISING AND PUBLIC RELATIONS

As we have seen, advertising is not a 'mass media' as such. Neither is public relations. They are not like other media of mass communication like television, radio, cinema, press and folk media. They are not mediating technologies but are means to get a message across to potential consumers. You will be studying in detail about public relations in your next lesson. However, as an introduction, so as not to confuse advertising with public relations, let's look at the differences



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between these two:

| <b>Advertisement</b>   | <b>Public relations</b>  |
|--|--|
| <ul style="list-style-type: none"> <li>• Advertisement is paid for</li> </ul>  | <ul style="list-style-type: none"> <li>• Public relations (PR) is not paid for directly.</li> </ul>  |
| <ul style="list-style-type: none"> <li>• Advertisement is direct and explicit.</li> </ul>  | <ul style="list-style-type: none"> <li>• PR is subtle and indirect.</li> </ul>   |
| <ul style="list-style-type: none"> <li>• People will know immediately what is being advertised and who is behind the advertisement.</li> </ul> | <ul style="list-style-type: none"> <li>• People may not immediately know who is behind the PR exercise but in PR community service campaigns, the company's name is publicized.</li> </ul> |



**INTEXT QUESTIONS 18.5**

1. State whether the following statements are true or false:
  - i) An advertisement is usually direct and explicit.
  - ii) Public relations stand for Press Report.
  - iii) Public Relations involves direct advertising.
  - iv) A spot is a rhyming song used to advertise a product.
  - v) Public relations is not paid for directly.



**18.6 WHAT YOU HAVE LEARNT**

→ Principles of advertising

- basic needs of the consumer
- grab attention of the consumer
- advertising terms

Important concerns in planning an advertisement

- target group
- medium to be used
- length of the ad
- duration of the ad campaign
- language of the ad
- visuals to be used

## → Advertising industry

- structure and functions
- guidelines
- career options
- copywriters
- visualizers
- freelancers
- media planner
- brand managers
- market researchers

Difference between advertising and public relations

**18.7 TERMINAL QUESTIONS**

- 1) Explain the important principles of advertising.
- 2) What are the key guidelines for good advertising?
- 3) Describe the structure and functions of an ad agency?
- 4) Differentiate between advertising and public relations.

**18.8 ANSWERS TO INTEXT QUESTIONS**

- 18.1** 1. i) (c)  
 ii) (d)  
 iii) (a)  
 iv) (e)  
 v) (b)

- 18.2** 1. i) location of the target group  
 ii) medium to be used  
 iii) length of the ad  
 iv) language of the ad  
 v) visuals to be used  
 vi) any other



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- 18.3** 1. i) False  
ii) False  
iii) False  
iv) True  
v) False  
vi) False  
vii) True  
viii) False

- 18.4** 1. i) (b)  
ii) (a)  
iii) (a)  
iv) (b)  
v) (a)

- 18.5** 1. i) True  
ii) False  
iii) False  
iv) False  
v) True