

AdvertisingUnit = 3

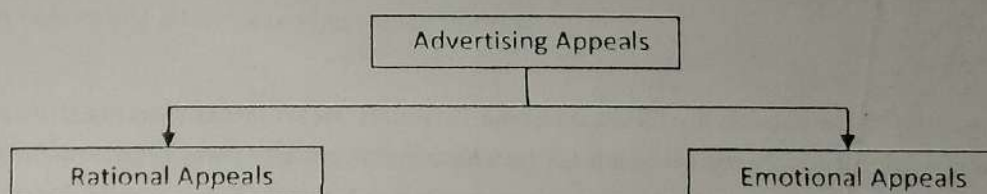
1. a) What do you understand by Advertising Appeals?
- b) Explain the various classifications of advertising appeals.
- c) Explain the factors influencing advertising appeals.
- d) Mention the principles of sound advertising appeals.

OR

Mention the essentials of sound advertising appeals.

a) Ans. The advertising appeal refers to the approach used to attract the attention of consumers and/or to influence their feelings towards the product, service or idea. An advertising appeal can also be viewed as "something that moves people, speaks to their needs and wants, and excites their interest." The appeal is the underlying content of the advertisement while execution is the way in which the content is presented.

b) Ans. Hundreds of different appeals can be used as the basis for advertising messages. All these appeals can be classified into two broad categories as follows:



Classifications of Advertising Appeals are:

1. Rational Appeals: These appeals are based on logic or reasoning. Advertisements that emphasise the features, functions, benefits and uses of the product contain rational appeals. Rational appeals focus on the consumer's practical and functional need for the product or service. It stresses upon the benefit of owning and using the product. The objective is to persuade the target audience to buy the brand. A rational appeal is objective.

Some of the motives used in rational appeals are given below:

- (i) Economy: Other things being equal, price is an important factor influencing buying decision.
- (ii) Health: Food products, medicines, slimming centres, etc. make use of this appeal for motivating customers. Taste and smell motives are also used.
- (iii) Convenience: Household appliances are sold on theme of convenience and comfort. On-line shopping, on-line banking, credit cards, etc. are also advertised on the basis of this appeal.
- (iv) Durability: This appeal is often used in the advertisement of vehicles, air-conditioners, and other electrical appliances such as refrigerators and washing machines.

Rational appeals are of the following types:

- a) Feature Appeal: Ads that use a feature appeal focus on the dominant traits of the product or service. Such ads tend to be highly informative. Technical and high involvement products such as automobiles often use this appeal to create favourable attitudes.
- (b) Competitive Advantage Appeal: In this appeal the advertiser makes direct or indirect comparison with rival brands. Such advertising is known as comparative advertising.
- (c) Favourable Price Appeal: It makes low price as the dominant point of the message. Retailers use this appeal to announce sales and special offers.
- (d) News Appeals: In this appeal, some type of news or announcement about the product is made.
- (e) Product Popularity Appeal: It points out the number of consumers who use the brand, the number of experts who recommend it or its leadership position in the market. Colgate uses this appeal.

2. Emotional Appeals: These appeals are based on human instincts. Heart rather than mind is the focus. They relate to social and/or psychological needs for purchasing a product or service. Several feelings can serve as the basis for emotional appeals. An emotional appeal is subjective. The extent to which the rational or emotional appeal should be used varies with the type of product and the buying motives of prospects.

Differences between Rational and Emotional Advertising Appeals:

Basis of Difference	Rational Appeals	Emotional Appeals
Basis of the appeal	These appeals are based on logic or reasoning the features, benefits and uses of the product are highlighted in the ad.	These appeals are based on emotions or instincts.
Focus of the ad	The ad's focus is on the functional need of consumers.	The ad's focus is on the social and/or psychological need of consumers.
Motives	Convenience, economy, health, disability, etc.	Parental love, prestige, humour, warmth, fear, etc.

c) Ans. Advertising appeals are chosen on the basis of the following factors:

1. Type of Product: In case of products of daily use, i.e., FMCG products like soap, shampoo, deodorant, etc. emotional appeals are preferred. In case of consumer durable products like TVs, fridges, air conditioners, motor cycles, etc. advertisers use rational appeals as customers make comparisons before buying.

2. Type of Customers: Choice of advertising appeals depends on demographics of customers. Age, gender, caste, religion, income, education, life style, etc. are considered by advertisers. For example, rational appeals are preferred in case of products meant for middle aged customers and customers with low income levels. On the other hand, emotional appeals are preferred in case of products, meant for children and rich customers.

d) Ans. Principles in the Use of Appeals are:

- i. To be effective appeals should be presented in concrete forms. Abstractions quality, service, purity, strength used in advertising should be shown in applications or examples that the audience has experienced or can appreciate.
- ii. Human beings react to specific situations and not in terms of conscious abstractions.
- iii. The product should be advertised as a means to an end rather than an end in itself.
- iv. The appeal should be directed towards the interests of the buyer not towards that of the seller.
- v. The appeal should be directed towards the future needs of the consumer not towards the past.
- vi. The form of appeal should not be confused with the appeal itself. Humour and curiosity are not appeals but help to get attention and generate interest.

2. a) What do you mean by advertising copy?

b) Mention the features of a good advertising copy.

OR

Discuss the essentials of a good advertising copy.

c) Discuss the elements of a advertising copy.

OR

Write a detailed note on advertising copy structure.

d) Discuss the various types of advertising copy.

a) **Ans.** The text or body of an advertisement is known as advertising copy. It includes the title, heading, illustrations, pictures, themes, etc. According to Stanton, "the copy in an advertisement is defined as the written or spoken material in it, including the heading, coupons and advertiser's name and address, as well as the main body of the message." In other words, an advertising copy is the entire message and appeal which an advertiser wants to convey to his prospects.

b) **Ans.** Following are the essential features of a scientifically drafted copy of advertising:

1. **Attention Value:** The first essential of a good copy is that it must be so designed as to attract and hold the attention of those whom it is addressed.
2. **Memorising Value:** The design and layout of the copy should be such that it has a lasting impression on the minds of the people. Repeated use of brand names and trademarks helps to make the advertisement memorable.
3. **Suggestive Value:** The copy should suggest the advantages and uses of the product. Emphasis on the superiority of the product and its necessity helps to create customers interest.
4. **Educational Value:** A good advertising copy should educate the people by providing knowledge relating to the mode of using of product, precautions required in its use, sources where the product is available, services available with the product and new uses of the product.
5. **Sentimental Value:** Human behaviour is influenced by sentiments or feelings which reflect the attitudes of people towards various things. The copy should not consist of anything offensive to the feelings of readers. This is particularly important in case of educated and cultured people as they are generally more sentimental.
6. **Conviction Value:** The copy should convince the reader about the claims made for the product. Audience cannot be convinced through generalised statements or exaggerations.
7. **Instinctive Appeal Value:** A good advertisement should appeal to the basic human instincts which are the mainsprings to human thought and action.

c) **Ans.** An advertising copy consists of several elements. The main elements are as follows:

1. **Headline:** The headline is an important part of advertising copy. It is the first thing that is read by the target audience. There is evidence to prove that five times as many people read headlines as the rest of the copy. The headlines are the words that will be read first and are positioned to draw the most attention. Most advertising people consider the headline the most important part of a print ad. The main function of a headline is to attract readers' attention and create their interest in the rest of the message.

2. The Sub-headline: The headline has captured for a moment the reader's attention and interest. The subhead must convert the reader interest into product interest. One or more subheads are used in a print advertisement. Subheads are usually smaller than the main headline but larger than the body copy. These may appear above or below the main headline or within the body copy. Subheads are often used to make the message more readable and to highlight key sales points.

3. The Body: Body is the main text of the advertisement. It comes after the sub-heads and completes the sales story. While headline catches the reader's eye the body wins his heart. The claims made need to be explained (e.g., how the product fulfils the need) and proved. The content develops the sales message, provides support, states the proof and provides explanation. There are four basic elements of the body. The body copy must be long enough to convey the message yet short enough to hold reader's interest. The content of body copy flows from the point made in the headline or various subheads. However, the specific content depends upon the type of advertising appeal and the execution style.

4. The Slogan: Once the selling job has been done through the body, the copywriter may sign off with a memorable statement (called slogan) about the product or the company. Slogan or tagline serves as a 'battle cry' for the advertiser. It provides continuity to the campaign and reduces the key idea into a memorable positioning statement. A slogan should suggest the advertised product. An ideal slogan is short, simple, and easy to remember and time proof.

5. Illustration and Visualisation: Illustrations consist of drawings, graphs, charts, paintings and other pictorial devices. Illustrations gain attention and comprehend attitude change and behavioural change. They can tell a story or make point quickly and clearly to prove a claim.

Visualisation may be defined as "the process of forming a mental image, picture or representation of an object not before the eyes." The ad maker should be able to develop a mental picture of the product or situation and to present this mental picture to others in a vivid and graphic manner. There are innumerable ways to visualise an appeal.

6. Layout: Layout means the physical arrangement of various parts of the advertisement. It shows where each part of the advertisement will be placed and how much space will be needed for it. Layout is often done in rough form and shown to the advertiser for approval before production. Layout involves decisions as to how the copy-headline illustration, identification marks, etc. are arranged and positioned on the page. While developing the print layout, the following considerations are important:

- (i) Maintain balance between different elements.
- (ii) Achieve contrast by using different sizes, shapes and colours.
- (iii) Maintain proportion-relate the objects to each other and to the background in which they appear.
- (iv) Obtain logical sequence-headline, illustration, copy and identification marks in that order.
- (v) Keep unity of thought, appearance and design in the layout.
- (vi) Ensure that the layout is simple and uncluttered.

d) Ans. Advertising copies may be of the following types:

1. Straight Line or Descriptive Copy: In this type of copy the main idea is explained in an attempt to sell the product. It is straight forward and factual copy. The product's features are enumerated in order of their importance.

2. Narrative Copy: This copy tells a story. It presents a problem and thus offers solution in the form of a product. For example, the advertisement by Mal Group tells us about ancient legends and mythology. Words, pictures are suitably used.

3. Gimmick Copy: Here words, humour and exaggeration are used to get the message across. It can help increase memory in a short span of time. The "humour copy" makes the audience happy and persuades them to buy the product. It helps to attract attention, create a positive mood and increase source credibility. Humour copy is particularly useful in case of broadcasting media.

4. Dialogue or Monologue Copy: A well-balanced and interesting dialogue influences attitude and secures purchase decision. It makes the copy interesting. Convincing and persuasive. Dialogue copy can add to the credibility that a narrative copy often lacks.

5. Picture Caption Copy: It tells the sales story through a series of illustrations and captions. This type of copy is very suitable when the product has several uses or is available in a variety of styles and designs.

6. Testimonial Copy: Such a copy features celebrities and has been used for a long time. The celebrity demonstrates the virtues of the product to build credibility. The copy also explains why the product is superior to similar products. This type of copy is more popular in print media than the broadcasting media because there is little time to explain why in broadcast media

2. Discuss the procedure of preparing ads for different media.

OR

Discuss the procedure of writing advertising.

OR

Preparing advertising for:

- i) Print media.
- ii) Broadcast media (Radio).
- iii) Outdoor media.
- iv) Audio visual media.

Ans. Before writing the copy, it is essential that the copywriter seek answers to three basic questions: What am I advertising?, To whom I am advertising?, and How can I best convey the message? The answers to these questions will provide the basic idea for the copy. The theme or idea in the copy must relate to the benefit desired by the prospects. The copywriter must put himself in place of the person(s) he is trying to influence. Think of the copy as speaking to a specific individual—a mother preparing meal for her family, a girl getting dressed for her first date and so on. What to write depends upon what the prospects desire.

The advertising copy is specifically prepared to suit the media and the advertised product. The same copy cannot be appropriate for different media. There are different considerations for the preparation of copy for each medium.

1. Advertising Copy for Print Media (Print Copy): The print media copy is specifically written to meet the requirements of readers of newspapers and magazines. Print copy has four major components—headline, body, slogan and closing idea.

(a) **Headline:** Headline is the title of an ad. It is the dominant element in print copy. It usually appears at the top of the body.

(b) **The Body:** The body copy is the text of an ad. This part generates a liking and preference for the advertised product.

(c) **Slogan:** It is a concise and catchy phrase which is easy to remember. It gives an identity to the company or its products. It creates an impact and tells the idea.

(d) **Closing Idea:** The closing idea in a print copy should emphasise action. The closing idea should include all the necessary information for the reader to act including the passive selling point, e.g., identity of the retail outlet.

Designing for Print: An architect designs building in his mind and then translates the details of the structure on the paper in the form of a blueprint.

Development of a print layout involves several steps which are summarised below:

- (i) **Thumbnail Sketches:** These are small preliminary sketches of various layout ideas. These are used for developing the concept and judging the positioning of the elements.
- (ii) **Rough Layout:** Roughs are done to size but not with any great attention to how they look. The art director uses a rough layout in working out size and placement decisions.
- (iii) **Semicomp:** It is a layout drawn to size that depicts the art and display type. It is done to the exact size of the ad and all the elements are exactly sized and positioned.
- (iv) **Comprehensive:** A full-blown comprehensive may be developed on special occasions. It is supposed to be the right size and resemble the actual typeface specified for the advertisement.

(v) Mechanicals: The last stage in the production process is the development of mechanicals or keylines. A mechanical is a meticulously prepared paste up in which every element is perfectly positioned.

(vi) Colour: Colour is used in advertising to attract attention, provide realism, establish moods and build brand identity.

2. Advertising Copy for Broadcast Media (Radio Copy): The advertising copy for the radio combines words, music, sound and voice. It provides entertainment besides communicating the advertising message. The radio copy seeks to draw attention and motivate the listeners towards the product. It creates awareness, develops preference for the product, creates conviction and secures action from the target audience. Awareness is created by attractive sound and voice and pleasant words.

Radio commercials can be designed in different formats such as humorous, musical, dramatised, straight-sell, educational and demonstrative. Humorous and musical formats are basically entertaining and help to hold the attention of listeners. Dramatised format can be used to pinpoint a problem, putting it before the listeners and solving it with the help of the advertised product. In the straight sell format, the features and benefits of the product are highlighted to create a preference for it. In educational and demonstration formats, the product usage is actually demonstrated to prove the benefits claimed for the product. Narrative and jingles are used in radio copy.

Guidelines for Writing Radio Commercials:

1. Make the situation personal-Strive for distinction in terms of music, etc.
2. Use sounds that are familiar to listeners.
3. Use short words and sentences.
4. Use voice for expressing the message rather than for their own sake.
5. Mention the brand name and its benefits.
6. Repeat the brand name, basic ideas and themes.
7. Be aware of the time of day the commercial will be heard and tone the message accordingly.
8. Be aware of the conditions under which the commercial will be heard.
9. Select words, phrases and effects for their sound.
10. Use fragmentary sentences where appropriate.
11. Consider radio personalities.

Elements of a Broadcast Copy: Copy is a written content of the advertisement, including the text and headline. The written matter and the message which the advertiser wants to convey to the public is known as the 'Copy'. The exact form and nature of copy is decided by factors like nature of product to be advertised, class of customers for whom it is designed, type of advertisement and the purpose of advertisement.

- (a) **Message Content:** it deals with what to say in the message to attract the target audience to the product. The consumer will think of buying the product if the advertisement provides some motivation, appeal or value to him.
- (b) **Message Structure:** Once it is decided, what to say or convey to prospective customers the next step in designing the advertisement copy is - How to say it?
- (c) **Vice versa. Message Format:** Symbolising the message or preparing a format with heading, body coverage, coloured illustrations, etc. form the message format.
- (d) **Message Source:** Having formatted what to say and how to say, the last thing that advertisement copy should feature is the message source, i.e., who should convey the message?

3. Outdoor Advertising Copy: Outdoor advertising includes everything from bill boards to hot air balloons that are displayed out of home. There are two kinds of commercial bill boards-poster panels and painted bulletins. In addition there are free form posters and signs erected by advertisers.

- (i) **Posters:** Posters are lithographed or silk screened by a printer. They are then prepasted and put on selected locations. The design for an outdoor board is supplied by the advertiser or agency.
- (ii) **Painted Bulletins:** Painted bulletins are had painted either on location or in the shop on the movable panels that can be hoisted up and attached to the bill board frame. The key elements of outdoor advertising message are as follows:

- (a) **Concept:** the concept should be strong and creative that can be instantly understood.
- (b) **Copywriting:** The copy on a bill board is minimal. Short catchy phrases and very few words are used in an outdoor message.
- (c) **Design:** Design is critical because the bill board has to make a quick and lasting impression.
- (d) **Graphics:** High visibility is the most important feature of a bill board. The illustration should be an eye-stopper.
- (e) **Typography:** The type should be easy to read at a distance by moving audience. Simple, clear and uncluttered type is used.
- (f) **Product Identification:** Most bill boards focus attention on the product.

4. Advertising Copy for Audio-Visual Media (TV and Films): Television and cinema are a visual medium. Therefore, those who write beautiful print copy may not be able to script good TV commercials. Specialist copywriters and art directors who understand TV commercials are needed. They prepare the picture, sounds, words and movements to visualise the advertising message. A visual copy consists of design, layout, illustrations and colour.

(a) Design: Design is a graphic presentation of the message in the form of moving pictures, movements and drawings. Objectives, relevance, colour should be kept in view while choosing the design.

b) Layout: A layout is prepared for the visualised copy. The layout is the plan of visualisation, text writing and designing of the presentation.

Guidelines for TV Commercials are:

1. Devise a visual interpretation of the main idea in the commercial.
2. Plot the audio and the video simultaneously.
3. Sell the product as soon as possible.
4. Work closely with the artist, the producer, and the print copywriter.
5. Visualise and talk about the same things at the same time.
6. Utilise identical wording in the audio and in super impositions.
7. Use visuals, demonstrations and close-ups.
8. Keep the copy short and simple.
9. Mention brand name and key idea early and frequently.
10. Link the shots to each other.