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UNIT 1: INTRODUCTION TO ADVERTISING

UNIT 1

The word advertising comes from the Latin word "advertere" meaning, to turn the minds of towards". Some of the definitions given by various authors are:

According to William J. Stanton, "Advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor-identified, paid-for message about a product or organization."

According to American Marketing Association "advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor".

Advertising is used for communicating business information to the present and prospective customers. It usually provides information about the advertising firm, its product qualities, place of availability of its products, etc. Advertisement is indispensable for both the sellers and the buyers. However, it is more important for the sellers. In the modern age of large scale production, producers cannot think of pushing sale of their products without advertising them. Advertisement supplements personal selling to a great extent. Advertising has acquired great importance in the modern world where tough competition in the market and fast changes in technology, we find fashion and taste in the customers.

1.2 DEFINITIONS OF ADVERTISING

1. American Marketing Association has defined advertising as "any paid form of non-personal presentation of ideas, goods and services by an identified sponsor".
2. According to Webster, "Advertising is to give public notice or to announce publicity".
3. According to Gardner, "Advertising is the means of mass selling that has grown up parallel with and has been made necessary to mass production".

1.3 FEATURES OF ADVERTISING

1. Communication: Advertising is means of mass communication reaching the masses. It is a non-personal communication because it is addressed to masses.
2. Information: Advertising informs the buyers about the benefits they would get when they purchase a particular product. However, the information given should be complete and true.

3. Persuasion: The advertiser expects to create a favourable attitude which will lead to favourable actions. Any advertising process attempts at converting the prospects into customers. It is thus an indirect salesmanship and essentially a persuasion technique.
4. Profit Maximization : True advertising does not attempt at maximizing profits by increasing the cost but by promoting the sales. This way it won't lead to increase the price of the product. Thus, it has a higher sales approach rather than the higher-cost approach.
5. Non-Personal Presentation: Salesmanship is personal selling whereas advertising is non-personal in character. Advertising is not meant for anyone individual but for all. There is absence of personal appeal in advertising.
6. Identified Sponsor: A sponsor may be an individual or a firm who pays for the advertisement. The name of reputed company may increase sale or products. The product gets good market because of its identity with the reputed corporate body.
7. Consumer Choice: Advertising facilitates consumer choice. It enables consumers to purchase goods as per their budget requirement and choice. Right choice makes consumer happy and satisfied.
8. Art, Science and Profession: Advertising is an art because it represents a field of creativity. Advertising is a science because it has a body of organized knowledge. Advertising is profession is now treated as a profession with its professional bodies and code of conduct for members.
9. Element of Marketing Mix: Advertising is an important element of promotion mix. Advertising has proved to be of great utility to sell goods and services. Large manufactures spend crores of rupees on advertising.
10. Element of Creativity: A good advertising campaign involves lot of creativity and imagination. When the message of the advertiser matches the expectations of consumers, such creativity makes way for successful campaign.

1.4 OBJECTIVES OF ADVERTISING

The fundamental purpose of advertising is to sell something - a product, a service or an idea. In addition to this general objective, advertising is also used by the modern business enterprises for certain specific objectives which are listed below :

1. To introduce a new product by creating interest for it among the prospective customers.
2. To support personal selling programme. Advertising maybe used to open customers' doors for salesman.

3. To reach people inaccessible to salesman.
4. To enter a new market or attract a new group of customers.
5. To fight competition in the market and to increase the sales as seen in the fierce competition between Coke and Pepsi.
6. To enhance the goodwill of the enterprise by promising better quality products and services.
7. To improve dealer relations. Advertising supports the dealers in selling the product. Dealers are attracted towards a product which is advertised effectively.
8. To warn the public against imitation of an enterprise's products.

1.5 IMPORTANCE OF ADVERTISING

Advertising has become an essential marketing activity in the modern era of large scale production and serve competition in the market. It performs the following functions:

1. **Promotion of Sales:** It promotes the sale of goods and services by informing and persuading the people to buy them. A good advertising campaign helps in winning new customers both in the national as well as in the international markets.
2. **Introduction of New Product:** It helps the introduction of new products in the market. A business enterprise can introduce itself and its product to the public through advertising. A new enterprise can't make an impact on the prospective customers without the help of advertising. Advertising enables quick publicity in the market.
3. **Creation of Good Public Image:** It builds up the reputation of the advertiser. Advertising enables a business firm to communicate its achievements in an effort to satisfy the customers' needs. This increases the goodwill and reputation of the firm which is necessary to fight against competition in the market.
4. **Mass Production:** Advertising facilitates large-scale production. Advertising encourages production of goods in large-scale because the business firm knows that it will be able to sell on large-scale with the help of advertising. Mass production reduces the cost of production per unit by the economical use of various factors of production.
5. **Research:** Advertising stimulates research and development activities. Advertising has become a competitive marketing activity. Every firm tries to differentiate its product from the substitutes available in the market through advertising. This compels every business firm to do more and more research to find new products and their new uses. If a firm does not engage in research and development activities, it will be out of the market in the near future.

6. Education of People: Advertising educates the people about new products and their uses. Advertising message about the utility of a product enables the people to widen their knowledge. It is advertising which has helped people in adopting new ways of life and giving-up old habits. It has contributed a lot towards the betterment of the standard of living of the society.

7. Support to Press: Advertising provides an important source of revenue to the publishers and magazines. It enables to increase the circulation of their publication by selling them at lower rates. People are also benefited because they get publications at cheaper rates. Advertising is also a source of revenue for TV network. For instance, Doordarshan and ZeeTV insert ads before, in between and after various programmes and earn millions of rupees through ads. Such income could be used for increasing the quality of programmes and extending coverage.

1.6 ACTIVE PARTICIPANT IN ADVERTISING

Following are the group of people who are actively involved in advertising.

1. Advertiser: Seller who manufacture and market consumer products are the prominent group of advertisers. Hindustan unilever, proctor and gamble, Siemen and Larson and turbo are the examples of advertisers. Also the retailers are the second prominent segment among advertisers. They stock the products. And sell them to the ultimate consumers. Government and social organization is also the active participant in this category.

2. Target audience: It refers to the recipient of the advertising message. Every message is either directed to a mass audience and class audience. Advertising desires to cover this target audience for promoting sales. Advertising message intends to cover the potential user and non-user who may purchase the product in future. The messages are also directed to the user of the competitor's product so that they switch over the advertiser's products.

3. Advertising Agencies : An advertiser has two options viz. (i) to design, develop and produce and advertising message and get it placed in desired media directly through his own sales or advertising department, or (ii) to entrust the entire job of advertising to a team of highly professionalised, specialised, independent, advertising agency. An advertising agency is composed of creative people, who conceive design, develop and produce, advertising message with creative ideas and place it in the desired advertising media, for and on behalf of its client (the advertiser). The advertising agencies usually charge a commission of 15% on the media bills from the media owners. In addition, they

charge out-of pocket expenses to their clients, i.e. the advertisers. They employ copywriters, artists, photographers, Typographers, layout designers, editors and such other creative people.

4. Advertising Production People (Artists) : The production of impressive and persuasive advertisements is possible only with the active help and creative spirit of the artists like copywriters, artists, photographers, typographers, layout designers, editors and such other creative people. Such people are usually employed by the ad agencies or, their services may be hired by the ad agencies on job basis.

5. Target Audience (Readers, Listeners, Viewers and Present and Future Buyers) : Advertising messages are given about products services and ideas to readers, listeners, viewers and actual and potential buyers, who are known as the audience. The target audience may be classified into the following three categories, viz.,

(i) Existing or, current consumers, who are reminded and influenced to continue their patronage and to increase the volume of their buying,

(ii) consumers, who buy and use, a competitors brand; hence they are persuaded to buy the advertised brand, instead of the competitors brand; and

(iii) Those consumers who do not use any such product; and even then, are persuaded to buy the advertised product.

6. Mass Media: Advertising messages are communicated to the target audience through different mass media, such as,

(i) Print Media: They consist of newspapers, magazines, journals, handbills, etc.

(ii) Electronic Media: They consist of radio, television motion pictures, video, multi-media and the internet.

(iii) Outdoor Media: They consist of posters, hoarding, handbills, sticker's air balloons, and neon sign bill boards, local cinema houses, and transit media.

(iv) Direct Mail: It consists of brochures, leaflets, pamphlets, letters and return cards addressed to consumers.

The advertising agencies guide their clients (advertisers) in selection of the most appropriate advertising media, which is known as "media planning". Each medium has its own merits and demerits.

7. Government Authorities: The business of advertising is regulated by the government department. The government adopts law and regulation which have a direct or an indirect bearing on the advertising. Apart from this ASCI (Advertising standards council of India) and ABC (Audit Bureau of circulation) are also some of authorities regulating advertising.

8. Advertising Production Firms: Advertising production firms are the support agencies which help in the production of advertisement. This includes copywriter, artist, photographers, typographers, producer, and editors. These are the people who transform ideas into a finished forms Thus the success and failure of the advertisement depend on these people.

1.7 ROLE OF ADVERTISING IN MARKETING MIX

Marketing mix consist of four important variables of marketing, i.e. 4Ps-Product, Price, Promotion and Place. Apart from the traditional 4 Ps, there are also other variables, i.e. Packaging, Position, and Pace.

Advertising is an element of promotion. However, it not only assists in promoting the product, but also affects the other variables of marketing mix. This can be explained as follows:

1. Advertising and Product : A product is normally a set of physical elements, such as quality, shape, size, colour and other features. The product may be of very high quality. At times, the product is so designed that it requires careful handling and operations. Buyers must be informed and educated on the various aspects of the product. This can be effectively done through advertising. Thus, advertising plays the role of information and education.

2. Advertising and Price: The price is the exchange value of the product. A marketer may bring out a very high quality product with additional features as compared to competitors. In such a case, price would be definitely high. But buyers may not be willing to pay a high price would be definitely high. Here comes advertising. Advertising can convince buyers regarding the superiority of the brand and thus its value for money. This can be done by associating the product with prestigious people, situations, or events. Alternatively when a firm offers a low price products the job of advertising needs to stress the price advantage by using hard hitting copy. It is not just enough to convince, but it is desirable to persuade the buyer. Thus advertising plays the role of conviction and persuasion.

3. Advertising and Place : Place refers to physical distribution and the stores where the goods are available Marketer should see to it that the goods are available at the convenient place and that too at the right time when the buyers need it. To facilitate effective distribution and expansion of market, advertising is of great significance. Thus advertising do help in effective distribution and market expansion.

4. Advertising and Promotion: Promotion consists of advertising, publicity, personal selling and sales promotion technique. Businessmen today have to face a lot of competition. Every seller needs effective promotion to survive and succeed in this competitive business world. Advertising can play a significant role to put forward the claim of seller, and to counter the claims of competitor. Through effective advertising, sellers can face competition and also help to develop brand image and brand loyalty.
5. Advertising and Pace: Pace refers to the speed in marketing decisions and actions. It involves among other things the launch of new products or brand variations at greater speed than before. As and when new brands are launched, advertising plays an important role of informing, educating and persuading the customers to buy the product.
6. Advertising and Packaging: The main purpose of packaging is protection of the product during transit, and preservation of quality and quantity. Nowadays, marketers take lot of efforts to develop and design attractive packages as they carry advertising value. A creatively design package attract the attention of the customers. It also carries an assurance of quality and creates confidence in the minds of customers to buy the product.
7. Advertising and Positioning: Product positioning aims at creating and maintaining a distinct image of the brands in the minds of the customers. Through advertising the marketer can convey the positioning of the brand and accordingly can influence the buying decision of the target audience.

1.8 ROLE OF ADVERTISING IN SOCIETY :

Advertising is the integral part of every day's life. It is a pervasive method of marketing in society. Though the methods by which marketers advertise have changed over the decades, the role and purpose of advertising has changed over the period of time. Without advertising modern society cannot survive. Advertising is useful to society in following ways.

Encourage Purchasing

Encouraging people to purchase goods and services is the main role of advertising. Some industries rely on advertising more than others: A cereal company, for instance, must advertise more aggressively, due to the wide arrange of competing products, than a power company that faces little to no competition. Advertisers often influence members of society to purchase products based on instilling a feeling of scarcity or lack.

Reflect cultural trends: Advertising bridges the gap among people by communicating varied culture through advertising message. It brings variation in the social life.

Promotes economic growth: Advertising contributes to bring about all round development of the economy by increasing demand and by encouraging economic activities it fuels the desire to shop and, in turn, shopping stimulates the economy.

Improves standard of living: Advertising is an economic activity. It provides opportunities to people to improve their income. It motivates people to consume more material and thereby improves their standard of living.

Provides employment: Effective advertising generates demand for goods and services, high demand calls for more production which requires more of physical and human resources thus creating employment opportunities

1.9 Theories and Models of Advertising

I. AIDA Model

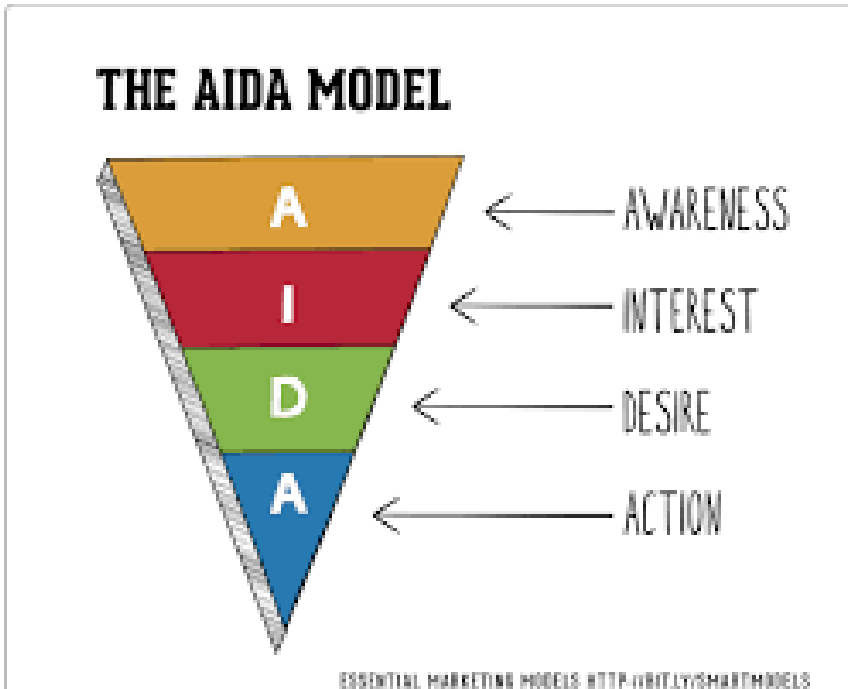
The AIDA model is a classic framework used to understand the consumer decision-making process. It suggests that consumers move through four stages before making a purchase:

A - Attention: The first step is to grab the consumer's attention. This can be achieved through eye-catching visuals, strong headlines, or intriguing messages.

I - Interest: Once attention is gained, the advertiser must pique the consumer's interest. This involves providing relevant information and highlighting the product's unique selling points.

D - Desire: The next step is to create a desire for the product or service. This can be done by emphasizing the benefits and emotional appeal of the product.

A - Action: The final stage is to motivate the consumer to take action, such as making a purchase or visiting a website.



AIDA Model

Lavidge and Steiner's Model

In this model, consumers pass through six stages. However, the stages are not the same in length of time as AIDA. For an innovative and expensive product, the process might take months.

The first two stages are cognitive – they involve thinking.

The next three stages are affective – they are about feelings.

The last stage is conative – it is about action.

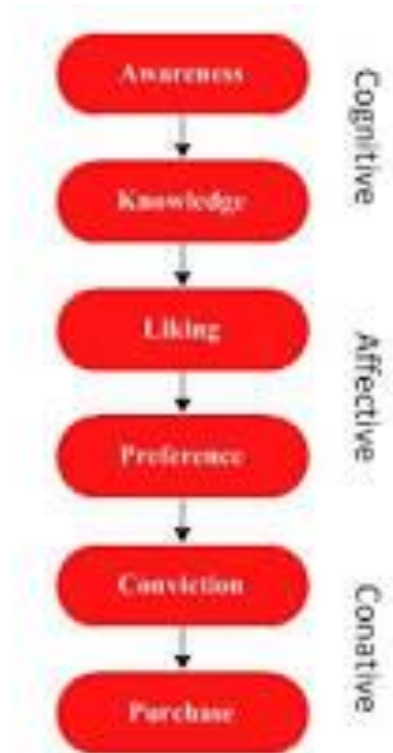
Robert Lavidge and Garry Steiner's model is a more detailed version of the AIDA model, outlining six stages in the consumer decision-making process:

- 1. Awareness:** The consumer becomes aware of the product or brand.
- 2. Knowledge:** The consumer gains knowledge about the product's features, benefits, and usage.
- 3. Liking:** The consumer develops a positive attitude towards the product.

4. Preference: The consumer prefers the product over competing brands.

5. Conviction: The consumer forms a strong intention to purchase the product.

6. Purchase: The consumer makes a purchase



DAGMAR Model

The DAGMAR (Defining Advertising Goals for Measured Advertising Results) model is a strategic framework for setting advertising objectives and measuring their effectiveness. It focuses on specific, measurable, achievable, relevant, and time-bound (SMART) goals.

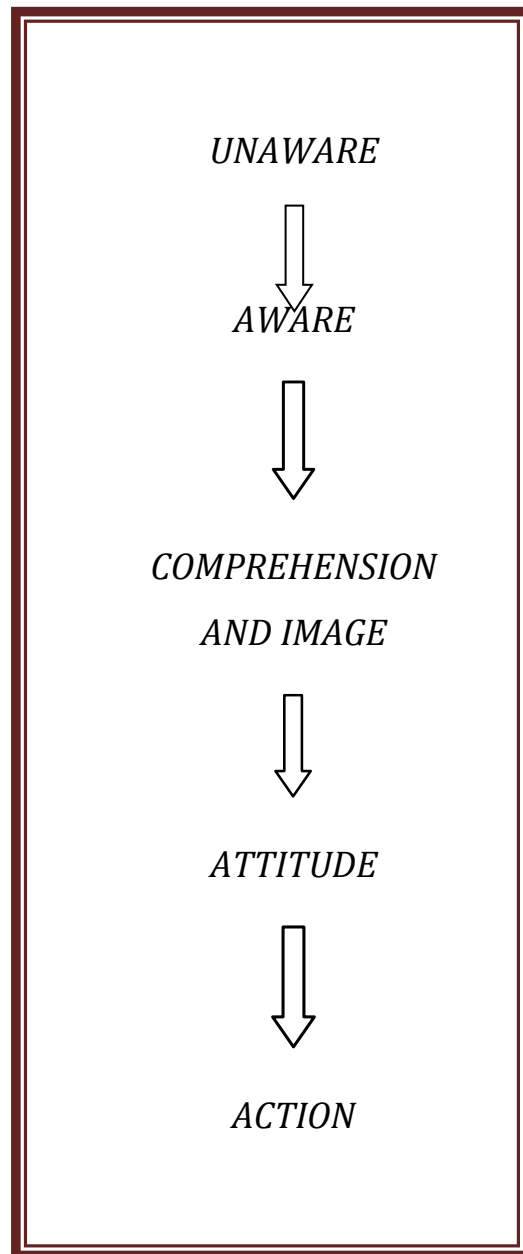
The concept was given by Russell H. Colley.

The DAGMAR model involves five stages:

- 1. Unawareness:** An individual starts at some point by being unaware of a brand's presence in the market.
- 2. Awareness:** The initial communication task that advertising is to do is increase consumer awareness of the brand.
- 3. Comprehension and Image:** The next step of the communication process is brand comprehension. This involves the target audience learning something about the brand.

At this stage of the communication model, the objective of advertising is to impart knowledge.

4. **Attitude:** The next step in the communication model is attitude of conviction. At this stage, advertising aims at developing a favorable attitude of the target customers towards the brand.
5. **Action:** The last stage is the action stage, involves some move on the part of the customer, such as trying a brand for the first time.



As per DAGMAR approach, advertising approach is nothing but communication tasks to be accomplished. These models provide a useful framework for understanding the consumer journey and developing effective advertising campaigns. By carefully considering each stage of the process, advertisers can increase the likelihood of achieving their marketing objectives.

1.10 Different types of Advertisements:

Coming to the different types of advertisement, we have numerous types of advertisements depending on the geography, branding, social awareness, and many more. The vague definition of advertising offered at the top is a consequence of the variety of different forms ads come in and channels they're delivered through.

Advertising is the promotion of a company's products and services carried to achieve certain objectives. Advertising has become an essential element of the corporate world and hence the companies allot a considerable amount of revenues as their advertising budget. There are several reasons for advertising some of which are: increasing the sales of the product/ service, creating and maintaining a brand identity or brand image, communicating a change in the existing product line, introduction of a new product or service, increasing the buzz-value of the brand or the company etc. Thus, there are several reasons for advertising and similarly there exist various media which can be effectively used for advertising. Without effective and targeted advertising, a business cannot succeed. There are many types of advertising a business can utilize in effort to increase its sales and they can be classified into different categories

CLASSIFICATION OF ADVERTISING

Advertising may be classified according to

1. Geographical Spread (National/Local/Global)
2. Target Audience (Consumer/Trade/Industry)
3. What is being advertised (Product/Service/Idea/Organisation/Place)
4. The Objective Sought (Stimulation of Primary/Secondary Demand, Direct/ Indirect Action, Cooperative Advertising, Public Service Advertising)
5. Others

ACCORDING TO GEOGRAPHICAL SPREAD

1. National Advertising: National advertising refers to the fact that a company has a national target market and does not imply that the advertisement per se is nationwide. The company, thus, selects media with a countrywide base. Generally large, established firms belong to this category. Products like Lux soap, Sunsilk Shampoo, Taj Mahal Tea, Colgate Toothpaste etc. are nationally advertised.

2. Local Advertising: Small firms may like to restrict their business to State or regional level. Some firms first localize their marketing efforts and once success has been achieved, they spread out to wider horizons. A classic example is Nirma washing powder, which initially was sold only in Gujarat and subsequently entered the other markets. Retail stores also undertake local advertising. The area to be covered would generally be a city or a town and media would be selected which principally relates to that area. For example. a store of Big Bazaar in Gurgaon (Haryana) may give its ad in a newspaper which has its circulation in Delhi and NCR. Sometimes large firms may also go in for local advertising, e.g., when they undertake pre-testing of a product especially consumer products in selected areas before embarking promotional campaign on a national level.

3. Global Advertising: Multinational firms treat the world as their market. Firms such as IBM, Sony, Pepsi, Coke, etc. advertise globally, i.e. in different Company rolled out its global integrated marketing campaign, "Open Happiness in late January 2009, in the United States of America. Following this, it decided to roll out the campaign in India. The sub-continent was among the first few strategic markets for the campaign. 2009 saw Coca-Cola's long-time brand endorser, Aamir Khan 'Opening' happiness for the brand in India. Aamir Khan, who has been endorsing Coke for over a decade, was seen as a messenger of optimism in the campaign, where a bottle of Coke brought people together in their joy. Taking the message further, in

2010, Bollywood actor, Imran Khan, joined his uncle, Aamir Khan as an endorser for Coca-Cola.

ACCORDING TO TARGET AUDIENCE

1. Consumer Advertising: Consumer advertising is one which is directed to end consumers. This type of advertising takes place for those products which are used by the consumers. Advertisements of soaps, detergents, tea, coffee, softdrinks, washing machines, televisions, refrigerators, cosmetics are all examples of consumer advertising. Such type of advertising generally appears in mass media like television, radio, magazines and newspapers

2. Trade Advertising: This refers to consumer-product advertising designed to stimulate wholesalers or retailers to purchase products for resale to their customers. An example of trade advertising would be a Coca-Cola advertisement placed in a trade magazine such as 'Franchising, in order to promote Coca-Cola to food store managers. The primary objective of trade advertising is to promote greater distribution of the advertised product.

An important form of trade advertising is retail advertising.

Retail Advertising: Retail advertising may be defined as all advertising by the stores that sell goods directly to the consuming public. It includes, also advertising by establishments that sell services to the public, such as beauty shops, petrol pumps and banks.

Retail advertising has a number of objectives. The primary one is to build store traffic, and advertising does that by emphasizing a reduced price on a popular item or by promoting the store image by focussing on unusual or varied merchandise, friendly and knowledgeable clerks, or prestige brands.

Other objectives are:

- Sell a variety of products and brands by creating consumer understanding of items or services offered
- Build store brand awareness
- Deliver sales promotion messages
- Create and communicate a store image or personality

- Create consumer desire to shop at this particular store

The case study of 'Big Bazaar (discussed at the end of chapter 2 of the book) is a classic example of Retail Advertising in India.

3. Industrial Advertising: Industrial advertising is directed at business firms and other organisations which purchase and use industrial products such as raw material, machinery, tools and equipment, etc. For instance, an advertisement for electric motors may be directed at manufacturers of washing machines, an advertisement for certain types of tools may be directed at manufacturers of tractors, etc. As compared to consumers, industrial buyers are few in number. Trade and technical journals are the main media used in industrial advertising.

WHAT IS BEING ADVERTISED?

The modern definition of 'product' in marketing is "anything that can be marketed is a product". In that sense, it is not only a tangible product which can be advertised, but also services, ideas, organisations and places are advertised.

On the basis of what is being advertised, advertising may be classified as follows:

1. Product Advertising: Such advertising is done to promote the sale of a tangible product. For example, Colgate toothpaste, Lux soap, Ariel detergent powder, Cadbury Dairy Milk Chocolate, Nokia Mobile Phones, Ruffles Lays, Harvest Gold Bread, Maruti A-star car, LG Refrigerators, etc. Product advertising may be direct action or indirect action advertising.
2. Service Advertising: This type of advertising attempts to promote the sale of services which are intangible, inseparable and perishable. Advertisements by banks, insurance companies, hotels, airlines, health care services, mobile phone service providers etc. fall in this category.
3. Idea Advertising: Advertising, being a powerful mass communication tool, is used not only to present and promote goods and services but also to further the goals of public interest and social causes. This is achieved through what is known as idea advertising. Advertisements like

quit smoking, family planning, save the girl child, HIV awareness programme, Pulse Polio Immunization, save water, save electricity, etc. are all examples of idea advertising.

4. Institutional Advertising: Institutional Advertising is done by business firms and institutions to build their image. Such advertising does not attempt to sell anything directly. The objective is to improve the goodwill or the organisation as a whole, not focusing on any one product or service of the organisation. Institutional advertising is also known as corporate advertising. An example of institutional advertising is Superstar Amitabh Bachchan promoting Reliance, Anil Dhirubhai Ambani Group.

5. Place Advertising: Advertising of places is done to promote tourism to such places. Advertisements like Go Goa, Dubai Shopping Festival, Kerala- God's Own Country etc. are all examples of place advertising.

WHAT ARE THE OBJECTIVES?

1. Primary Demand Advertising: Primary demand advertising is that type which is designed to stimulate the demand for a generic category of a product, rather than emphasizing on a particular brand of a product. For example, the "piyo glassful doodh" advertisement by Mother Dairy emphasizes that it is good to drink milk, without emphasizing on the brand Mother Dairy. Primary demand advertising is used in two situations. The first is when the product is in the introductory stages of its life cycle. This is called pioneering advertising. Under this, an individual firm may be run an ad about its new product, explaining the product's benefits, not emphasizing the brand name. The objective of pioneering advertising is to inform, and not to persuade the market.

The second use of primary demand advertising is by trade associations to stimulate the demand for their industry's product which is in competition with other product categories. Thus, the national Egg Co-ordination Committee urges us to eat eggs when it says, "Sunday ho ya Monday, Roz Khao Ande", and the "piyo glassful doodh" by Mother Dairy urges us to drink milk. Here, the "piyo glassful doodh" ad, tries to meet competition that it faces from other product categories like soft drinks, juices, etc.

2. **Secondary Demand Advertising:** Secondary demand advertising is intended to stimulate demand for individual brands such as Amul Milk, Sony Television, etc. Selective demand advertising is essentially competitive advertising. This type of advertising is used when a product has gone beyond the introductory stage of its life cycle. The product is then sufficiently well-known, and several individual brands are competing for a market share. The objective of competitive advertising is to persuade the potential customers, and it emphasizes the particular benefits of the brand being advertised.

Comparative advertising is also one type of selective demand advertising that has been used for a wide variety of products. In comparative advertising, the advertiser directly or indirectly points out towards a rival brand and states that the advertised brand is better than the other. (It should be remembered that in India law does not permit taking the name of the rival brand directly for the purpose of comparative advertising.)

3. **Direct Action Advertising:** With direct action advertising, sellers seek a quick response to their advertisements. For instance, an advertisement in the newspaper with a coupon, which when redeemed will give the person a free sample of the product, may urge the reader to send immediately for a free sample. Harvest Gold Bread had used this technique where they inserted a coupon in the newspaper on the redemption of which the buyer would get a pack of Harvest Gold Buns free with the bread. This helped Harvest Gold to secure a quick response to the brand in the initial period of launch of the bread.

4. **Indirect Action Advertising:** Indirect action advertising is designed to stimulate demand over a longer period of time. Such advertising is intended to inform customers that the product exists and to point out its benefits. The idea is that when customers are ready to buy the product, they will look favourably upon the seller's brand. Thus, an advertisement for a brand of car may not immediately result in sale but can place the car favourably in the minds of prospective customers. When these people are ready to buy a car, three months later, or six months later or one year later, it might lead to sale.

5. **Cooperative Advertising:** Cooperative advertising involves the sharing of the cost of advertising by two or more sponsors. Cooperative advertising may be vertical or horizontal.

Vertical Cooperative Advertising involves firms on different levels of distribution-such as manufacturers and retailers. The manufacturer and the retailer share the retailer's cost of advertising the manufacturer's product. Another type of vertical cooperative advertising involves an advertising allowance also called a promotional allowance. This allowance is an off- invoice or cash discount offered by a manufacturer to a retailer to encourage the retailer to advertise or prominently display the product. The arrangement provides added incentive for the retailer to advertise the manufacturer's product.

Horizontal Cooperative Advertising involves a group of firms on the same level of distribution such as a group of retailers. All stores in a shopping mall, for instance, may run a joint ad weekly in the newspaper.

6. Public Service Advertising: Public Service Advertising refers to those advertising efforts which are done as a part of social responsibility by such entities as advertising agencies, Government, NGO's as well as other business organisations. The main objective behind Public Service Advertising is to spread social consciousness among the masses and promote important social issues which generally go unnoticed. Such advertisements may range from being subtle to direct, and practical to ironic. Some of the issues discussed through Public Service Advertising campaigns over the years include Female Feticide, Blood Donation, AIDS Awareness, Use of Condoms, Polio Eradication, Family Planning and National Integration.

Today, Public Service Advertising has become very popular and is considered to be one of the most effective means to create social awareness and bring about a change/ shift in the mindsets of people. Recent time has seen a change in the way major companies have started advertising with a social message. Whether it is Idea's "What an idea Sir jf. Aircel's Save our Tigers" campaign (refer Exhibit 4.1) or Tata Tea's "Jaago Re", every major giant is trying to discharge its social responsibility by given a social message to consumers. The intention is to make every Indian aware of some inevitable responsibilities, wake up and ACT-be it for their own good or for a common cause.

There are a few benefits that public service advertising gives to the brand which cannot be overlooked. Firstly, such campaigns help the brand come across as socially responsible and

mature. It helps them prove that they are beyond just selling their products to the consumers. Secondly, the brand creates a lasting Impression on the mind of the consumer and is in the consumers mind for all the right reasons which is a definite plus.

OTHERS TYPES OF ADVERTISING

1. Political Advertising: Political advertising is created either by political parties or candidates. Mostly we come across such advertising at the time of elections. Election advertising either lists the achievements of the party of candidate or propagates their ideological basis. Sometimes, they are provocative too. Such advertising may become comparative, where the weaknesses of the opposition are highlighted to show their party or candidate in favourable light. An example of political advertising is the "India Shining campaign during the 2004 elections, which aimed at highlighting the progress India had made during the tenure of Atal Bihari Vajpayee as the Prime Minister.

2. Financial Advertising: When public limited companies invite the general public to subscribe to the share capital of the company, it is called financial advertising. In a broader sense, it includes all advertising by financial industry such as banks, car loan companies, insurance companies, non-banking financial companies etc.

The copy of financial ad gives highlights of the project, details of the issue, crisis rating, management's perception of the risk factors, closing date of the issue, lead manager's name and address, promoter's name and address, name of the company and its address. Apart from these routine things the investing public is motivated to invest by suitable copy matter a slogan, a promise of returns, profile of the product etc. The media used for financial advertising are mainly the print media, especially the press and to some extent magazines. Mega-issues are promoted even on TV.

3. Speciality Advertising: Specialty advertising refers to the special form of advertising on various merchandise such as t-shirts, pens, mugs, diaries, calendars, mouse pads, caps, stickers, mobile phone accessories, car and bike stickers, key rings, sign plaques, bookmarks, bathroom accessories, toys, glassware, luggage tags and many more. With specialty

advertising, the advantage is that anything you can think of is a good mode for advertising your company name, its logo, or even its message, can be used.

For example, if a company wants to give out a t-shirt with your message and logo on it as a special promotional offer to subscribers of a particular scheme, it will obviously want to order t-shirts in bulk. The logic is that the more such ads that it releases in the market, the more the visibility for its product.