

Module 2: Advertising as a Process.

Advertiser

An advertiser is one who is instrumental in getting a product into the market. The advertiser may want his plot of land to be sold. The advertiser buys ad space in a prominent newspaper or website. Based on his ad's catchy tag line and reader response, he gets to promote or sell his item.

Nowadays the Internet is gradually gaining ground with advertisers who wish to buy or sell their product to the world. Websites from publishers offer space to promote certain products or services. Advertisers can sign into their advertiser account to add campaigns, create ads, place orders with publishers, and view ad status for their campaigns and ads.

Advertisement

Catchy Advertisements are very crucial in today's world. Each and every advertisement has to really stand out in the crowd. The idea has to be really out of the box, something that makes you laugh, talks about it or at least make you look twice.

Advertising, when properly understood, is a powerful tool for marketing. It can be most effective with products that can be differentiated from similar products based on consumer-accepted quality differences. However, regardless of the quality of a product's advertising, it is important to remember that a product has to compete on its own. For example, brand preference cannot be established if the product fails to meet consumer expectations.

Creative advertisements, particularly those that convey messages with sense of humor, appeals to audiences in ways we never expect.

The ad agency and the mass media.

Ad agency: Function and characteristics

An advertising agency produces effective ads in order to advertise products or services among users. It is very difficult for a manufacturer to advertise the

product on their own as there will be many other jobs to do. The ad agency develops an ad from a producer perspective and once the ad is finalized and okayed by the client then the agency works to make creative ads and publicize the brand on the market. Advertising agencies have been designed in such a way that they seek to meet the needs of a customer to serve their needs as best as possible.

Ad agencies form a vital link between the advertiser, advertisement and the product. This industry also includes media representatives—firms that sell advertising space for publications, radio, television, and the Internet; display advertisers—businesses engaged in creating and designing public display ads for use in shopping malls, on billboards, or in similar media; and direct mail advertisers. A firm that purchases advertising time (or space) from media outlets, thereafter reselling it to advertising agencies or individual companies directly, is considered a media buying agency.

Inside Ad agencies, many people are engaged in writing copy, preparing artwork, graphics, and other creative work. The resulting ads are placed on television, radio, newspapers, magazines or the Internet. Most Ad agencies specialize in a specific market niche. Some companies produce and solicit outdoor advertising, such as billboards and electronic display boards. Others place ads in buses, trains, taxis, airports, and bus stations. There are other ad agencies that produce ads on balloons, while others distribute circulars, handbills, and free samples.

Many agencies have created units to better serve their clients' electronic advertising needs on the Internet. Online advertisements link users to a company's or product's Website, where information such as new product announcements, contests, and product catalogs appear, and from which purchases may be made.

Some firms are not involved in the creation of ads at all; instead, they sell advertising time or space on radio and television stations or in publications. Because these firms do not produce advertising, their staffs are mostly account executives.

Companies often look to advertising as a way of boosting sales by increasing the public's exposure to a product or service. Most companies do not have the staff with the necessary skills or experience to create effective advertisements; furthermore, many advertising campaigns are temporary, so employers would have difficulty maintaining their own advertising staff. Instead, companies commonly solicit bids from ad agencies to develop advertising for them. Ad agencies offering

their services to the company often make presentations. After winning an account, various departments within an agency—such as creative, production, media, research, and planning—work together to meet the client's goal of increasing sales.

Ad Agency: structure

Creative department

The people who create the actual ads form the core of an advertising agency. Modern advertising agencies usually form their copywriters and art directors into creative teams. Creative teams may be permanent partnerships or formed on a project-by-project basis. The art director and copywriter report to a creative director, usually a creative employee with several years of experience. Although copywriters have the word "write" in their job title, and art directors have the word "art", one does not necessarily write the words and the other draw the pictures; they both generate creative ideas to represent the proposition (the advertisement or campaign's key message). Once they receive the creative brief from their account team, the creative team will concept ideas to take to their creative director for feedback. The creative process forms the most crucial part of the advertising process.

Account services

Agencies appoint account executive to liaison with the clients. The account executives need to be sufficiently aware of the client's needs and desires that can be instructed to the agency's personnel and should get approval from the clients on the agency's recommendations to the clients. Creativity and marketing acumen are the needed area of the client service people. They work closely with the specialists in each field.

Media services

The *media services* department may not be so well known, but its employees are the people who have contacts with the suppliers of various creative media. For example, they will be able to advise upon and negotiate with printers if an agency is producing flyers for a client. However, when dealing with the major media (broadcast media, outdoor, and the press), this work is usually outsourced to a media agency which can advise on media planning and is normally large enough to negotiate prices down further than a single agency or client can.

Production

Without the production department, the ads created by the copywriter and art director would be nothing more than words and pictures on paper. The production

department, in essence, ensures the TV commercial or print ad, etc., gets produced. They are responsible for contracting external vendors (directors and production companies in the case of TV commercials; photographers and design studios in the case of the print advertising or direct mailers).

Mass media

All media technologies, including the Internet, television, newspapers, and radio, which are used for mass communications can be collectively termed as Mass media.

Mass media play a significant role in shaping public perceptions on a variety of important issues, both through the information that is dispensed through them, and through the interpretations they place upon this information. They also play a large role in shaping modern culture, by selecting and portraying a particular set of beliefs, values, and traditions (an entire way of life), as reality. That is, by portraying a certain interpretation of reality, they shape reality to be more in line with that interpretation.

Media Selection Criteria

Selection of media to advertise your product is an essential component. If one requires to sell a second hand motor bike, it would be a better option to advertise in the local newspaper. It would also be ideal if the ad is placed on a particular day when all types of 'automotive' products are displayed.

Selecting the right media (Newspaper, TV and radio) is critical to achieve one's desired target. In print media, India today, Frontline, Femina, Vanitha take front seat whereas Asianet, Surya, Zee are critical for TV ads. FM stations, both private and state owned have recently become very popular. There are several publications that help you determine which media has maximum readership or viewer ship.

Client satisfaction

It is generally assumed that ads need to achieve a minimum number of 'exposures' in order to get a person to buy the product. It generally takes 5 -7 impressions before a prospect buys. The first time they are aware of your product. The second they take note. The third they may decide to find out more. The fourth they may decide to get it. The 5th time they may actually write down the phone

number or URL and the 6th time on they might actually call or visit the web site to place the order. If not available on-line, it may take a few more impressions for them to get out of their chair and go to the store to buy it, or to remember to get it when in the store.

Different products have different conversion cycles, as do different campaigns. Sometimes you may have a hot promotion that pulls on the 2nd impression, other times nothing works. It is important to measure the response from each promotion so that you know which is creating the greatest impact and positive return.

Client satisfaction plays an important role in today's world. When clients are satisfied, business is assured. Client satisfaction is achieved when an effective level of service is given, innovative solutions are provided, support and right technology solutions are provided. Most important of all, client satisfaction is achieved when the client achieves maximum ROI (Return Of Investment) for the product that he has been advertised.