

# Principle of Advertisement

CLA 212

UNIVERSITY OF IBADAN LIBRARY



*University of Ibadan Distance Learning Centre  
Open and Distance Learning Course Series Development*



Copyright © 2017 by Distance Learning Centre, University of Ibadan, Ibadan

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the copyright owner.

*General Editor:* Prof. A. Oyesoji Aremu

**University of Ibadan Distance Learning Centre**

University of Ibadan,  
Nigeria

Telex: 31128NG

Tel: +234 (80775935727)

E-mail: [ssu@dlc.ui.edu.ng](mailto:ssu@dlc.ui.edu.ng)

Website: [www.dlc.ui.edu.ng](http://www.dlc.ui.edu.ng)

## Vice-Chancellor's Message

The Distance Learning Centre is building on a solid tradition of over two decades of service in the provision of External Studies Programme and now Distance Learning Education in Nigeria and beyond. The Distance Learning mode to which we are committed is providing access to many deserving Nigerians in having access to higher education especially those who by the nature of their engagement do not have the luxury of full time education. Recently, it is contributing in no small measure to providing places for teeming Nigerian youths who for one reason or the other could not get admission into the conventional universities.

These course materials have been written by writers specially trained in ODL course delivery. The writers have made great efforts to provide up to date information, knowledge and skills in the different disciplines and ensure that the materials are user-friendly.

In addition to provision of course materials in print and e-format, a lot of Information Technology input has also gone into the deployment of course materials. Most of them can be downloaded from the DLC website and are available in audio format which you can also download into your mobile phones, IPod, MP3 among other devices to allow you listen to the audio study sessions. Some of the study session materials have been scripted and are being broadcast on the university's Diamond Radio FM 101.1, while others have been delivered and captured in audio-visual format in a classroom environment for use by our students. Detailed information on availability and access is available on the website. We will continue in our efforts to provide and review course materials for our courses.

However, for you to take advantage of these formats, you will need to improve on your I.T. skills and develop requisite distance learning Culture. It is well known that, for efficient and effective provision of Distance learning education, availability of appropriate and relevant course materials is a *sine qua non*. So also, is the availability of multiple plat form for the convenience of our students. It is in fulfilment of this, that series of course materials are being written to enable our students study at their own pace and convenience.

It is our hope that you will put these course materials to the best use.



**Prof. Abel Idowu Olayinka**

Vice-Chancellor

## Foreword

As part of its vision of providing education for “Liberty and Development” for Nigerians and the International Community, the University of Ibadan, Distance Learning Centre has recently embarked on a vigorous repositioning agenda which aimed at embracing a holistic and all encompassing approach to the delivery of its Open Distance Learning (ODL) programmes. Thus we are committed to global best practices in distance learning provision. Apart from providing an efficient administrative and academic support for our students, we are committed to providing educational resource materials for the use of our students. We are convinced that, without an up-to-date, learner-friendly and distance learning compliant course materials, there cannot be any basis to lay claim to being a provider of distance learning education. Indeed, availability of appropriate course materials in multiple formats is the hub of any distance learning provision worldwide.

In view of the above, we are vigorously pursuing as a matter of priority, the provision of credible, learner-friendly and interactive course materials for all our courses. We commissioned the authoring of, and review of course materials to teams of experts and their outputs were subjected to rigorous peer review to ensure standard. The approach not only emphasizes cognitive knowledge, but also skills and humane values which are at the core of education, even in an ICT age.

The development of the materials which is on-going also had input from experienced editors and illustrators who have ensured that they are accurate, current and learner-friendly. They are specially written with distance learners in mind. This is very important because, distance learning involves non-residential students who can often feel isolated from the community of learners.

It is important to note that, for a distance learner to excel there is the need to source and read relevant materials apart from this course material. Therefore, adequate supplementary reading materials as well as other information sources are suggested in the course materials.

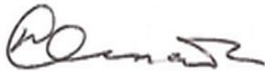
Apart from the responsibility for you to read this course material with others, you are also advised to seek assistance from your course facilitators especially academic advisors during your study even before the interactive session which is by design for revision. Your academic advisors will assist you using convenient technology including Google Hang Out, You Tube, Talk Fusion, etc. but you have to take advantage of these. It is also going to be of immense advantage if you complete assignments as at when due so as to have necessary feedbacks as a guide.

The implication of the above is that, a distance learner has a responsibility to develop requisite distance learning culture which includes diligent and disciplined self-study, seeking available administrative and academic support and acquisition of basic information technology skills. This is why you are encouraged to develop your computer skills by availing yourself the opportunity of training that the Centre's provide and put these into use.

In conclusion, it is envisaged that the course materials would also be useful for the regular students of tertiary institutions in Nigeria who are faced with a dearth of high quality textbooks. We are therefore, delighted to present these titles to both our distance learning students and the university's regular students. We are confident that the materials will be an invaluable resource to all.

We would like to thank all our authors, reviewers and production staff for the high quality of work.

Best wishes.



**Professor A. Oyesoji Aremu**

Director

UNIVERSITY OF IBADAN LIBRARY

# Course Development Team

Content Authoring

Olugbenga Elegbe

Content Editor

Prof. Remi Raji-Oyelade

Production Editor

Ogundele Olumuyiwa Caleb

Learning Design/Assessment Authoring

Folajimi Olambo Fakoya

Managing Editor

Ogunmefun Oladele Abiodun

General Editor

Prof. A. Oyesoji Aremu

UNIVERSITY OF IBADAN LIBRARY

# Contents

|  |           |
|--|-----------|
| <b>About this course manual</b>                      | <b>1</b>  |
| How this course manual is structured .....           | 1         |
| <b>Getting around this course manual</b>             | <b>4</b>  |
| Margin icons .....                                   | 4         |
| <b>Study Session 1</b>                               | <b>5</b>  |
| Concepts in, and Objectives of Advertising.....      | 5         |
| Introduction .....                                   | 5         |
| Terminology .....                                    | 5         |
| 1.1 What is Advertising? .....                       | 5         |
| 1.2 Objectives of Advertising .....                  | 8         |
| Study Session Summary.....                           | 9         |
| Assessment.....                                      | 9         |
| Bibliography.....                                    | 10        |
| <b>Study Session 2</b>                               | <b>11</b> |
| Advertising: Features, Importance and Criticism..... | 11        |
| Introduction .....                                   | 11        |
| 2.1 Features Of Advertising.....                     | 11        |
| 2.2. Importance of Advertising.....                  | 12        |
| 2.3 Criticisms of Advertising.....                   | 14        |
| Study Session Summary.....                           | 15        |
| Assessment.....                                      | 15        |
| Bibliography.....                                    | 15        |
| <b>Study Session 3</b>                               | <b>16</b> |
| History of Advertisement .....                       | 16        |
| Introduction .....                                   | 16        |
| 3.1 How Advertisement Started .....                  | 16        |
| 3.2 Origin of Advertising in Nigeria .....           | 18        |
| Study Session Summary.....                           | 19        |
| Assessment.....                                      | 19        |
| Bibliography.....                                    | 20        |
| <b>Study Session 4</b>                               | <b>21</b> |
| Classification of Advertisement.....                 | 21        |
| Introduction .....                                   | 21        |
| 4.1 Grouping of Advertisement.....                   | 21        |



|   |    |
|---|----|
| 4.1.1 Classification by Target Audience .....       | 21 |
| 4.1.2 Classification by Geographical Location ..... | 22 |
| 4.1.3 Classification by Medium .....                | 22 |
| 4.2 Medium of Advertisement .....                   | 23 |
| 4.2.1 Television Advertising.....                   | 23 |
| 4.2.2 Radio Advertising .....                       | 23 |
| Study Session Summary.....                          | 24 |
| Assessment .....                                    | 24 |
| Bibliography.....                                   | 25 |

## Study Session 5 26

|   |    |
|---|----|
| Classification of Advertisement (continued) .....   | 26 |
| Introduction .....                                  | 26 |
| 5.1 Billboard Advertising.....                      | 26 |
| 5.1.1 Benefits of Out-door/Boards Advertising.....  | 26 |
| 5.1.2 Demerits of Out-door/Boards advertising ..... | 27 |
| 5.2 Internet Advertising.....                       | 27 |
| 5.2.1 Advantages of Internet Advertising.....       | 27 |
| 5.2.2 Disadvantages of Internet Advertising.....    | 27 |
| 5.3 Newspaper Advertising.....                      | 28 |
| 5.3.1 Advantages of Newspaper Advertising.....      | 28 |
| 5.3.2 Disadvantages of Newspaper Advertising .....  | 28 |
| 5.4 Cinema and Video Cassette Advertising.....      | 29 |
| Study Session Summary.....                          | 30 |
| Assessment.....                                     | 30 |
| Bibliography.....                                   | 30 |

## Study Session 6 31

|   |    |
|---|----|
| Types of Advertisement.....                       | 31 |
| Introduction .....                                | 31 |
| Terminology .....                                 | 31 |
| 6.1 Function Classification of Advertisement..... | 31 |
| 6.1.1 Social Advertising.....                     | 31 |
| 6.1.2 Political Advertising .....                 | 32 |
| 6.1.3 Advocacy Advertising.....                   | 32 |
| 6.1.4 Retail Advertising.....                     | 32 |
| 6.1.5 Financial Advertising.....                  | 33 |
| Study Session Summary.....                        | 34 |
| Assessment.....                                   | 34 |
| Bibliography.....                                 | 35 |

## Study Session 7 36

|   |    |
|---|----|
| Types of Advertisement (continued).....                     | 36 |
| Introduction .....  | 36 |
| 7.1 Function Classification of Advertisement (cont'd) ..... | 36 |
| 7.1.1 Institutional Advertising .....                       | 36 |
| 7.2 Corporate Image Advertising.....                        | 37 |
| 7.3 Public Relations Advertising .....                      | 37 |
| 7.4 Internet Advertising.....                               | 38 |

|  |           |
|--|-----------|
| 7.5 Primary Demand Advertising .....                     | 38        |
| 7.6 Selective Demand Advertising .....                   | 38        |
| 7.6 Product Advertising .....                            | 39        |
| 7.7 Service Advertising .....                            | 39        |
| 7.8 National Advertising .....                           | 40        |
| Study Session Summary .....                              | 40        |
| Assessment .....   | 40        |
| Bibliography .....                                       | 41        |
| <b>Study Session 8</b> .....                             | <b>42</b> |
| Media Planning in Advertisement .....                    | 42        |
| Introduction .....                                       | 42        |
| Terminology .....  | 42        |
| 8.1 Important Things to consider in Media Planning ..... | 42        |
| 8.1.1 Determining Media Objectives .....                 | 43        |
| 8.1.2 Considerations for Media Strategy .....            | 43        |
| 8.1.3 Considerations in the Choice of Media .....        | 44        |
| Study Session Summary .....                              | 45        |
| Assessment .....   | 45        |
| Bibliography .....                                       | 45        |
| <b>Study Session 9</b> .....                             | <b>46</b> |
| Advertisement Appeal .....                               | 46        |
| Introduction .....                                       | 46        |
| 9.1 What is Advertisement Appeal? .....                  | 46        |
| 9.2 Types of Appeals used in Advertising .....           | 47        |
| Study Session Summary .....                              | 48        |
| Assessment .....   | 49        |
| Bibliography .....                                       | 50        |
| <b>Study Session 10</b> .....                            | <b>51</b> |
| Components of an Advert .....                            | 51        |
| Introduction .....                                       | 51        |
| Terminology .....  | 51        |
| 10.1 What is a Copy? .....                               | 51        |
| 10.1.1 Elements of Copy .....                            | 51        |
| Study Session Summary .....                              | 54        |
| Assessment .....   | 54        |
| Bibliography .....                                       | 55        |
| <b>Study Session 11</b> .....                            | <b>56</b> |
| Planning an Advertisement Message .....                  | 56        |
| Introduction .....                                       | 56        |
| 11.1 Message in Advertisement .....                      | 56        |
| 11.1.1 Distinctive .....                                 | 56        |
| 11.1.2 Few .....   | 57        |
| 11.1.3 Concise and clear .....                           | 57        |

|                                    |    |
|------------------------------------|----|
| 11.1.4 Consistent.....             | 57 |
| 11.1.5 Simple .....                | 57 |
| 11.2 Developing Your Messages..... | 57 |
| 11.2.1 Brainstorm.....             | 58 |
| 11.2.2 Look for Themes.....        | 58 |
| 11.2.3 Rank and Select.....        | 58 |
| 11.2.4 Refine the Language.....    | 58 |
| 11.2.5 Eliminate Overlap .....     | 58 |
| 11.2.6 Think Media.....            | 58 |
| 11.2.7 Think Impressions.....      | 59 |
| 11.2.8 Test Them Out.....          | 59 |
| 11.2.9 Choose The Ones .....       | 59 |
| 11.2.10 Put Them to Work.....      | 59 |
| 11.2.11 Audit and Feedback.....    | 59 |
| Study Session Summary.....         | 59 |
| Assessment.....                    | 59 |
| Bibliography.....                  | 60 |

## Study Session 12 61

|   |    |
|---|----|
| Advertising Agency: History, Functions and Types.....       | 61 |
| Introduction .....  | 61 |
| 12.1 Definition and Functions of an Advertising Agency..... | 61 |
| 12.1.1 Functions Of An Advertising Agency.....              | 62 |
| 12.1.2 Types of Advertising Agencies .....                  | 62 |
| 12.2.1 Full Service Agency .....                            | 62 |
| 12.2.2 Creative Boutique .....                              | 63 |
| 12.2.3 In-House Agency .....                                | 63 |
| 12.3 How Agencies are Paid .....                            | 63 |
| Study Session Summary.....                                  | 64 |
| Assessment.....   | 64 |
| Bibliography.....   | 65 |

## Study Session 13 66

|   |    |
|---|----|
| Agency-Client Relationship.....                         | 66 |
| Introduction .....                                      | 66 |
| Terminology .....                                       | 66 |
| 13.1 Factors Affecting Clients-Agency Relationship..... | 66 |
| 13.1.1 Chemistry .....                                  | 66 |
| 13.1.2 Communication.....                               | 67 |
| 13.1.3 Conduct .....                                    | 67 |
| 13.2 Agency versus Clients .....                        | 68 |
| 13.2.1 Why do Agencies lose Clients .....               | 68 |
| 13.2.2 Why do Clients change Agencies .....             | 68 |
| 13.2.3 How Agencies get Clients.....                    | 68 |

|   |           |
|---|-----------|
| Study Session Summary.....                                | 69        |
| Assessment.....   | 69        |
| Bibliography.....   | 69        |
| <b>Study Session 14</b>                                   | <b>70</b> |
| Agency Structure.....                                     | 70        |
| Introduction.....   | 70        |
| 14.1 Structure of an Agency.....                          | 70        |
| Study Session Summary.....                                | 72        |
| Assessment.....   | 72        |
| Bibliography.....   | 73        |
| <b>Study Session 15</b>                                   | <b>74</b> |
| Role of Advertising in Marketing Mix and the Society..... | 74        |
| Introduction.....   | 74        |
| Terminology.....  | 74        |
| 15.1 Marketing Mix and Advertisement.....                 | 74        |
| 15.1.1 Advertising and Product.....                       | 75        |
| 15.1.2 Advertising and Price.....                         | 75        |
| 15.1.3 Advertising and Place.....                         | 76        |
| 15.1.4 Advertising and Promotion.....                     | 76        |
| 15.1.5 Advertising and Place.....                         | 76        |
| 15.1.6 Advertising and Packaging.....                     | 76        |
| 15.1.7 Advertising and Positioning.....                   | 77        |
| 15.2 Role of Advertising in Society.....                  | 77        |
| 15.2.1 Encourage Purchasing.....                          | 77        |
| 15.2.2 Reflect Cultural Trends.....                       | 77        |
| 15.2.3 Promotes Economic Growth.....                      | 77        |
| 15.2.4 Improves standard of Living.....                   | 78        |
| 15.2.5 Advertising and Brand building.....                | 78        |
| 15.3 Approaches in Brand Building.....                    | 78        |
| 15.3.1 Constant Innovation.....                           | 78        |
| 15.3.2 Domination of Brand.....                           | 79        |
| 15.3.3 Prompt Availability.....                           | 79        |
| 15.3.4 Integration of New and Old Media.....              | 79        |
| Study Session Summary.....                                | 79        |
| Assessment.....   | 80        |
| Bibliography.....   | 80        |
| <b>Notes on Self Assessment Questions</b>                 | <b>81</b> |
| <b>References</b>   | <b>87</b> |

## About this course manual

---

Principle of Advertisement CLA 212 has been produced by University of Ibadan Distance Learning Centre. All course manuals produced by University of Ibadan Distance Learning Centre are structured in the same way, as outlined below.

---

### How this course manual is structured

#### The course overview

The course overview gives you a general introduction to the course. Information contained in the course overview will help you determine:

- If the course is suitable for you.
- What you will already need to know.
- What you can expect from the course.
- How much time you will need to invest to complete the course.

The overview also provides guidance on:

- Study skills.
- Where to get help.
- Course assignments and assessments.
- Margin icons.

---

We strongly recommend that you read the overview *carefully* before starting your study.

---

#### The course content

The course is broken down into Study Sessions. Each Study Session comprises:

- An introduction to the Study Session content.
- Study Session outcomes.
- Core content of the Study Session with a variety of learning activities.
- A Study Session summary.
- Assignments and/or assessments, as applicable.
- Bibliography

## Your comments

After completing Principle of Advertisement we would appreciate it if you would take a few moments to give us your feedback on any aspect of this course. Your feedback might include comments on:

- Course content and structure.
- Course reading materials and resources.
- Course assignments.
- Course assessments.
- Course duration.
- Course support (assigned tutors, technical help, etc.)

Your constructive feedback will help us to improve and enhance this course.

UNIVERSITY OF IBADAN LIBRARY



# Getting around this course manual

## Margin icons

While working through this course manual you will notice the frequent use of margin icons. These icons serve to “signpost” a particular piece of text, a new task or change in activity; they have been included to help you to find your way around this course manual.

A complete icon set is shown below. We suggest that you familiarize yourself with the icons and their meaning before starting your study.

|   |   |   |   |
|---|---|---|---|
|    |    |    |    |
| <b>Activity</b>   | <b>Assessment</b>   | <b>Assignment</b>   | <b>Case study</b>   |
|   |   |   |   |
| <b>Discussion</b>   | <b>Group Activity</b>   | <b>Help</b>   | <b>Outcomes</b>   |
|  |  |   |  |
| <b>Note</b>   | <b>Reflection</b>   | <b>Reading</b>  | <b>Study skills</b>   |
|  |  |  |  |
| <b>Summary</b>  | <b>Terminology</b>  | <b>Time</b>   | <b>Tip</b>  |



## Study Session 1

# Concepts in, and Objectives of Advertising

## Introduction

Every day, Every hour, Every minute, Every second, from morning till night, media audiences are exposed to kinds of advertisements daily and people have their memorable jingles and commercials. While general media audiences may not bother about the academic and practical world of advertising, the field and its meaning should be worth knowing for students of communication and media studies. In this Study Session, we present the definitions and objectives of advertising to you.

## Learning Outcomes



Outcomes

When you have studied this session, you should be able to:

- 1.1 *define* advertising
- 1.2 *highlight* the components in the definitions and the objectives of advertising

## Terminology

**Advertising**

The activity or profession of producing information for promoting the sale of commercial products or services.

## 1.1 What is Advertising?

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." Likewise, 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.

Figure 1.1 An Advertisement: Globacom Data

**GLODATA★MART**  
**GET MORE DATA FOR YOUR MONEY**  
 Dial \*777# to choose a plan

| Plan Type     | Data Allowance                  | Price (N) |
|---------------|---------------------------------|-----------|
| MONTHLY PLANS | 1.5GB                           | N1000     |
| MONTHLY PLANS | 3GB                             | N2000     |
| MONTHLY PLANS | 4.5GB                           | N2,500    |
| MONTHLY PLANS | 6GB                             | N3000     |
| MONTHLY PLANS | 9GB                             | N4000     |
| MONTHLY PLANS | 12GB                            | N5000     |
| MONTHLY PLANS | 24GB                            | N8000     |
| NIGHT PLAN    | 1GB (12am - 5am daily)          | N200      |
| WEEKEND PLAN  | 3GB (Sun Friday - Sat Monday)   | N500      |
| BOOSTER PLANS | 1GB (Boost your data plan by)   | N500      |
| BOOSTER PLANS | 500MB (Boost your data plan by) | N200      |

**Unlimited**

Get more value for your money with our vast array of data options. To choose any of the data plans, simply dial \*777#.

**WELCOME TO THE NEXT GENERATION NETWORK**

www.gloworld.com | gloworld.com/twitter | gloworld.com/youtube | gloworld.com/instagram | gloworld.com/google+ | gloworld.com/facebook | gloworld.com/whatsapp | gloworld.com/telegram | gloworld.com/whatsapp | gloworld.com/telegram | gloworld.com/telegram

Wright (2000) says “Advertising is making it publicly known that an individual or organisation has benefits usually products and services it wishes to offer an identified target audience in return for some other benefits usually money”. APCON defines advertising as a form of communication through the media about a product, service, or idea, paid for by an identified sponsor.

Institute of Practitioners of Advertising (IPA) says “Advertising presents the most persuasive possible selling message to the right prospects for a product or service at the lowest cost”. According to Webster, “Advertising is to give public notice or to announce publicity”. According to Gardner, “Advertising is the means of mass selling that has grown up parallel with and has been made necessary to mass production”. 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 largely.

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. Advertising is communication about the product or service (information about the nature or features of a product or its uniqueness- USP)
2. Advertising is about product differentiation and creative awareness about products
3. It is mass mediated- through the mass media
4. Advertising is used by profit and non-profit organisations in both public and private sectors
5. The sponsor of advertising is usually identified
6. It is non-personal- not directed at any particular individual
7. It is targeted at specific people
8. It is usually persuasive in nature

Advertisement or Ad- the product you see on television (TV ads) or listen to on radio (jingles)

Advert executive- practitioner

Advertising- a field of study

Advert agency- advertising company

Advert creator- the producer of advert messages

Advertiser- product manufacturer or sponsor of advert

Prospect- planned and un-planned for audience

## ITQ

### Question

Advertisement is communication about the .....

- A. Buyer
- B. Seller
- C. Product
- D. Profit

### Feedback

The correct option is C.

Advertising is communication about the product or service (information about the nature or features of a product or its uniqueness)

## 1.2 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 described by different school of thoughts. Bovee and Arens say advertising is used for the following:

1. To identify products and differentiate them from others
2. To communicate and inform people about new products
3. To induce consumers to try new products and to suggest re-use
4. To stimulate the distribution of a new product
5. To build brand loyalty

Thomas observes that the objectives of advertising may be to create awareness, build preference, differentiate, encourage purchase now rather than later, consolidate an existing reputation, encourage a response or request for further information, correct misleading claims of others, build-up morale within the organisation, transmit information or to encourage understanding.

Baker says the objectives of advertising may be to:

1. Build primary demand
2. Introduce a price deal
3. Inform about product availability
4. Build brand recognition or preference or insistence
5. Inform about a product's availability or features or price
6. Help salesmen build awareness of a product among retailers
7. Create reputation for service, reliability or research strength
8. Increase market share
9. Modify existing products appeals and buying notices
10. Increase frequency of use of a product
11. Inform about new use of a product
12. Increase the number or quality of retail outlets
13. Build the overall company image
14. Effect immediate buying action
15. Reach new areas/segments of population with existing products
16. Develop overseas market

**ITQ**

**Question**

The following are uses of advertising except

- A. Decrease market share
- B. Build primary demand
- C. Introduce a price deal
- D. Inform about product availability

**Feedback**

The correct option is A.

Options B, C and D are all uses of advertising. Option A says decrease, advertising helps to increase market share.

**Study Session Summary**



**Summary**

In this study session, we have been able to present important definitions of advertising and the key elements in the definitions. Also, we were able to present the objectives of advertising.

**Assessment**



**Assessment**

**SAQ 1.1 (tests Learning Outcome 1.1)**

Study the table below carefully. Fill the empty columns appropriately from the options below:

- A) Advert creator
- B) Advertiser
- C) Advertisement
- D) Advertising

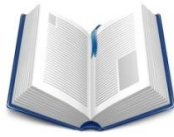
|    |       |  |
|----|-------|--|
| A. | _____ | The product you see on television or listen to on radio. |
| B. | _____ | Is to give public notice or to announce publicity.       |
| C. | _____ | The producer of advert messages.                         |
| D. | _____ | product manufacturer or sponsor of advert                |

**SAQ 1.2 (tests Learning Outcome 1.2)**

Briefly outline four objectives of advertising that you know.

---

## Bibliography



**Reading**

William, W., Sandra, M., John, B. (2007). "Advertising Principles and Practices, 7th Edition. India: Dorling Kindersley, Pvt. Ltd.

Felton, G. (1994). Advertising Concept and Copy. Englewood Cliffs, NJ: Prentice-Hall

UNIVERSITY OF IBADAN LIBRARY

## Study Session 2

# Advertising: Features, Importance and Criticism

## Introduction

Having established the concept of advertising, you would agree with us that this important field of endeavour would have features and some importance. Yes, it is true. Advertising has features and it is very important, but there are also strong criticisms against the field. These are the focus of this Study Session.

## Learning Outcomes



### Outcomes

When you have studied this session, you should be able to:

- 2.1 *list* the features of advertising
- 2.2 *discuss* the importance of the field of advertisement
- 2.3 *highlight* the disadvantages of advertisement.

## 2.1 Features Of Advertising

There are many features of advertisement. Some of these are discussed below:

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 scores 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.

## 2.2. Importance of Advertising

Figure 2.1 Advert Sample: Dangote Noodles | Who benefits from the advert?



Four group of people benefit from advertising. They are:

1. Advertisers
2. Agencies
3. Media houses
4. Consumers



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 cannot 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, TV programs insert ads before, in between and after various programs and earn millions of money through ads. Such income could be used for increasing the quality of programs and extending coverage.

### ITQ

#### Question

Advertising helps to .....

- A. Promote sales
- B. Introduce new product
- C. Create a good public image
- D. Cause decline in research and development activities

#### Feedback

The correct option is D.

Options A, B and C are all uses of advertising. Option D is wrong; advertising helps to stimulate research and development activities.

## 2.3 Criticisms of Advertising

Below are some of the criticism levelled against advertisement.

1. Advertising is brash, materialistic, alluring and irresponsible. It is fascinating, effective and beautiful. Advertising creates a dream world, smiling faces, shining teeth, schoolgirl complexion, corn-less feet, perfect-fitting union suits, odorless breath, regularized bowels, puncture-less tires and perfect busts. Advertising creates a world where everything is perfect, and there is no such world.
2. Advertising debases our language, e.g. nourishment, phortune, Yhello, Pidgin English.
3. It presents a totally fictitious view of life
4. It is destructive especially among low income earners- you feel dissatisfied about your life.
5. Product information is often misleading
6. It creates unneeded purchases
7. It is manipulative, e.g., it makes children to pressurize their parents to buy always
8. It affects our lifestyle and value system- you always want to be great, rich, elegant and on top like the models up there.
9. Advertising influences our culture negatively

### ITQ

#### Question

The following is untrue concerning the criticism for advertising.

- A. It helps low income earners feel satisfied about your life.
- B. Advertising debases our language
- C. It presents a totally fictitious view of life
- D. It creates unneeded purchases

### Feedback

The correct option is A.

Options B, C and D are all true of criticisms for advertising. Option A is wrong; it is destructive especially among low income earners- you feel dissatisfied about your life.

## Study Session Summary



### Summary

Advertising benefits the sponsor, advertising agency, media and audiences or consumers. Though it is important, there are also strong criticisms against it.

## Assessment



### Assessment

#### SAQ 2.1 (tests Learning Outcome 2.1)

List 3 features of advertising that you know.

#### SAQ 2.2 (tests Learning Outcome 2.2)

Advertising is important to consumers. Explain

#### SAQ 2.3 (tests Learning Outcome 2.3)

Outline 3 criticisms of advertising.

## Bibliography



### Reading

Molokwu, B. (2000). Principles of Advertising. Lagos: Advertising Practitioners Council of Nigeria (APCON)

Bhatia, T.K. (2000). Advertising in Rural India: Language, Marketing Communication and Consumerism. Tokyo: Tokyo University of Foreign Studies

## Study Session 3

# History of Advertisement

## Introduction

Try to imagine how this important field of study started. Billions of dollar are spent worldwide annually in advertising goods and services. It should be fascinating and educative learning about how advertising started. We present the stages of historical development of this important field in this study session.

## Learning Outcomes



### Outcomes

When you have studied this session, you should be able to:

3.1 *trace* the history of advertising with particular reference to Nigeria

## 3.1 How Advertisement Started

The word 'advertising' is a combination of two Latin words "Ad" and "vetere". 'Ad' means towards and 'vetere' means turn. When placed together, the words mean 'turn toward'. Before the advent of modern advertising, a simple system of proclamation existed. Henry Samson's history of advertising in 1875 informs that there is little doubt that the desire among tradesmen and merchants to make people aware of their goods and services has been in existence as long as the culture of selling and buying has existed. Thus, it is safe to assume that advertising in some forms or shapes has existed from time immemorial. Because of the problem of illiteracy arising from in-availability of public education, the earliest records of advertising are of orature-spoken word. Criers and hawkers who stood in street corners to call attention to their wares delivered these messages. Evidence points at the existence of town criers among the Greeks, Romans and the Phoenicians. In addition, the earliest form of advertising in Nigeria was of the oral form. Kleppner and Wright et al informed that the urge to advertise is part of human nature. According to Kleppner, 'the people who are responsible for the presence of the Tower of Babel also left the earliest known evidence of advertising. A Babylonian Clay Tablet of about 3000 BC has been found bearing the inscription of an ointment dealer, a scribe and a shoemaker. According to the Encyclopedia Britannica, Papyrus found in the ruins of Thebes featured an announcement promising a reward of a gold coin for anyone who had useful information about the where about of a runaway slave named Shem.

In many European countries, town criers were the earliest medium of public announcement. Like the Greeks, traders in England employed town criers to announce the arrival of ships and cargoes of wine, spices and metals. Roman merchants also had a sense of advertising. In the ruins of Pompeii, signs in stones and terracotta were found advertising the goods of various traders. A Row of Hams was used to advertise the butcher's shop and a cow for a dairy. The Pompeians also advertised through storytelling and by painting notices on walls:

*Traveller,*

*Going from here to the twelfth-tower*

*There Sarinus keeps a tavern, this*

*Is to request you to enter.*

*Farewell.*

The American Industrial Revolution was an impetus to advertising. Before then, most crafts-people produced goods for self-consumption or at best, for their neighbors. In other words, both the buyer and seller were known to each other and there was little need to call attention to wares. With the Industrial Revolution and an upsurge in inventions and production, goods piled-up in warehouses and there arose a need to advertise.

A notable point in the development of advertising was the discovery of the movable type (the earliest printing form) which was discovered in 1438 by a German named Johannes Gutenberg. This marked the beginning of one of the most enduring forms of advertising: The Newspaper. In 1478, about 40 years after the invention of the movable type, Claxton Press of London printed the first Ad in English. It was also the first printed Out-door Ad in England. However, the first print Ad in any language to be disseminated in sheets appeared in a German News Pamphlet in 1525 and it advertised a mysterious drug. The first advertising agent was Volney Palmer in 1841. The first formal agency was owned by Charles Bates in 1871.

### ITQ

#### Question

The first formal advertising agency was owned by Charles Bates in .....

- A. 1881
- B. 1871
- C. 1891
- D. 1971

#### Feedback

The correct option is B.

Charles Bates owned the first formal advertising agency in 1871.

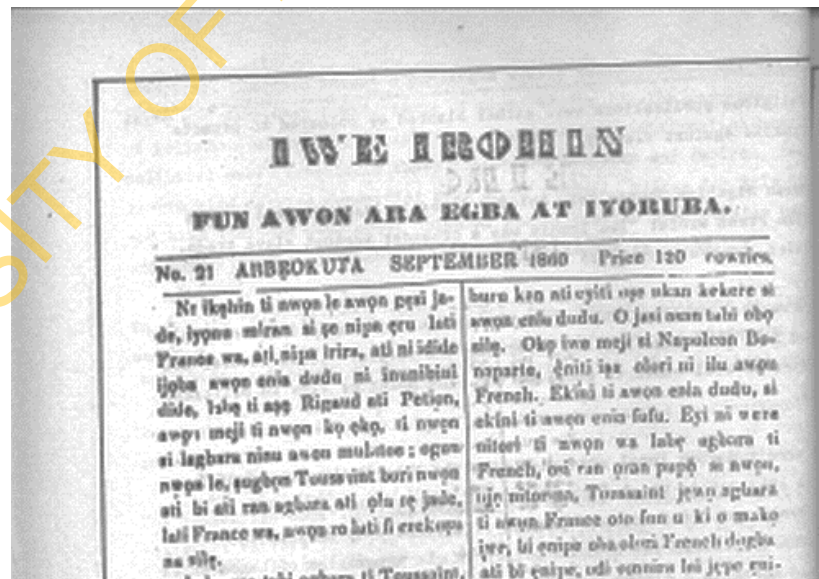
## 3.2 Origin of Advertising in Nigeria

The earliest form of advertising in Nigeria was through the spoken word. At this period, advertising made use of folklore. Because trade was done by barter, traders had to hire spokesmen who were skilled in announcing. These town-criers extolled the virtues of the available goods making use of peculiar catchy phrases, songs and various theatrical gimmicks. Praise-singers from different courts were employed to announce important events; births, deaths, weddings, meeting and so on.

Also, of equal importance was the use of signs and symbols. Farm produce was placed at popular footpaths and the cost of such item was depicted with pebbles.

The first print Ad in Nigeria was published in *Iwe Irohin Fun Awon Egba ati Yoruba* in 1859. Modern advertising did not start until 1928 when Lever Brothers (now Unilever), a multi-national company set-up an in-house agency named West African Publicity Company (WAPC) to handle its promotional needs locally. Other companies like UAC followed suit by setting-up in-house publicity unit. West African Publicity later developed into what is now known as Nigeria's oldest advertising agency, "Lintas" (Lintas Lowe). The Nigerian Enterprise Promotion Decree of 1972, otherwise known as the Indigenization Decree, provided for advertising to be an indigenous business with exclusive ownership reserved for Nigerians.

**Figure 3.1** *Iwe Iroyin*, Nigeria's First Newspaper



The rest of the history of advertising both locally and internationally, can be traced to the history of every new mass-mediated form. In other words, each time a new medium of communication is developed, advertising is always the first to get there. In 1988, the Federal Government promulgated Decree 55 which established APCON with the following functions and power:

1. Determine who advertising practitioners are
2. Determine what standards of knowledge are to be attained by persons seeking to become registered as practitioners
3. Reviewing these standards from time to time
4. Securing in accordance with the provision of the decree, the establishment and maintenance of a register of practitioners
5. Regulating and controlling the practice of advertising in all aspect and ramification
6. Conducting examination in the profession and awarding certificate and diploma to successful or deserving candidates.

The other groups that are involved in advertising are:

1. ADVAN (Advertisers Association of Nigeria), set-up in September 1992 to cater for the needs of advertisers (producers)
2. AAAN- Association of Advertising Agencies of Nigeria
3. OOAN- Organisation of Out-door Advertisers of Nigeria.

### ITQ

#### Question

The first print Ad in Nigeria was published in .....

- A. 1869
- B. 1959
- C. 1759
- D. 1859

#### Feedback

The correct option is D.

The first print Ad in Nigeria was published in Iwe Irohin Fun Awon Egba ati Yoruba in 1859.

## Study Session Summary



### Summary

Before the organized mass media, other forms of advertising existed throughout the world. However, the development of the printing press, broadcast media and other media shaped, and are shaping the history and development of the advertising world.

## Assessment



### Assessment

#### SAQ 3.1 (tests Learning Outcome 3.1)

With the aid of a flow chart, describe how advertising has evolved.

#### SAQ 3.2 (tests Learning Outcome 3.2)

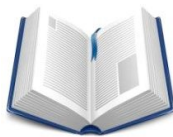
Concerning Advertising in Nigeria, study the table below carefully and

fill the empty columns appropriately from the options below:

- APCON
- Lever Brothers
- ADVAN
- the Indigenization decree

|    |       |  |
|----|-------|--|
| 1. | _____ | Set-up West African Publicity Company (WAPC) to handle its promotional needs locally.                  |
| 2. | _____ | Provided for advertising to be an indigenous business with exclusive ownership reserved for Nigerians. |
| 3. | _____ | Determine the advertising practitioners.   |
| 4. | _____ | Cater for the needs of advertisers (producers).  |

## Bibliography



### Reading

Molokwu, B. (2000). Principles of Advertising. Lagos: Advertising Practitioners Council of Nigeria (APCON)

Bhatia, T.K. (2000). Advertising in Rural India: Language, Marketing Communication and Consumerism. Tokyo: Tokyo University of Foreign Studies

Strouse, M.G. (2000). Advertising: An Introduction. London: New Print Books



## Study Session 4

# Classification of Advertisement

## Introduction

There are parameters and sub-parameters for classifying advertising. Our Study Session on classification of advertising will be in two parts. In this Study Session, we present in details, the first parameters for classifying advertising.

### Learning Outcomes



Outcomes

When you have studied this session, you should be able to:

- 4.1 *classify* advertising into different categories
- 4.2 *highlight* the merits and demerits of each advertisement categories

## 4.1 Grouping of Advertisement

Advertising is a generic term for any communication that is not personal, paid for and uses media as a vehicle of persuasion. Advertising has four (4) different categories:

1. Classification by target audience
2. Classification geographical location
3. Classification by purpose
4. Classification by the medium or media used

### 4.1.1 Classification by Target Audience

Every product has an identifiable market. When you see an advert of a product and it does not appeal to you, then most likely it was not targeted at you. The target audience of an advert can be divided into two: Consumer advertising and Business advertising.

1. Consumer advertising: this is the type of advertising, you see every day. It is directed at end-users of products. The objective is to create a desire for a product or service.
2. Business advertising: this is a specialized form of advertising which may be targeted at any of the following:
  - Industrial users: this is advertising aimed at manufacturers, industries, or producers of items or people who are involved in

various aspects of product conception and production, e.g. ATM, Pre-paid NEPA Meter, Voters' machine, etc.

- Trade advertising: these are adverts directed at channel's partners or middlemen (wholesalers, retailers, agents).
- Professional advertising: these are ads directed at specialized segments of professionals: lawyers, doctors, engineers, etc. The objective of professional advertising are:
  - To encourage professionals to use the advertised products on the job.
  - To prescribe the product to other people to use
  - For their personal use

### 4.1.2 Classification by Geographical Location

Adverts may be local, regional, national, or international (global). The determination of what an ad is depends on the geographical location covered. While the local, regional and national adverts are directed at people within a country, international adverts focus on foreign market and employ foreign media. Developing countries accuse international agencies of using their adverts to stimulate desire for goods that local people do not need and for dislocating the culture of people in the third-world countries.

### 4.1.3 Classification by Medium

A broad classification under medium are of two categories:

1. Below the-line media of advertising is also called the "little media". It employs a variety of methods such as direct mail, sponsorship, trade shows, events marketing, merchandizing, exhibitions, sales literature, catalogues, stickers, posters, T-shirts, key-holders, pins, badges, pen, fez-caps, calendars, brotch, etc.
2. Above the-line media refer to the major traditional media: Press, T.V., Radio, Cinema, Out-door, etc.

#### ITQ

##### Question

..... focus on foreign market and employ foreign media.

- A. International advertising
- B. Consumer advertising
- C. Business advertising
- D. National advertising

##### Feedback

The correct option is A.

International advertising focus on foreign market and employ foreign media.

## 4.2 Medium of Advertisement

There are many medium if advertisement. We will briefly look at them and point out their merits and demerits.

### 4.2.1 Television Advertising

Television has gradually evolved to become the most influential medium of advertising. In 1996, advertisers spent a total of \$43 billion in this medium. It is almost twenty years now and one wonders how many billions of dollars would be spent on television adverts next year.

#### Benefits of Television Advertising

1. T.V. is the only wide-spread advertising medium that offers sight, sound and motion-although internet has these, but not widespread.
2. It reaches a mass audience because it carries the same message simultaneously and
3. It has the particular benefits of presence and influence.
4. In spite of its many advantages, T.V. has drawbacks.

#### Demerits of Television Advertisement

1. Very high cost- the out-of-pocket cost of placing commercials on television is astronomical
2. Advert clutter- television suffers from cluttering of adverts. Everybody or organisation is interested in using television, leading to stiff competition. The popularity of T.V. has been a two-edged sword, i.e. more and more marketers are placing their money in this medium, thus creating a high competition for airtime. This in turn diminishes the chances that an advert will be seen and remembered among the clutter.
3. Zipping and Sapping- target audiences are flowing-out or neglecting the adverts on TV. Some households switch-off when TV commercials are played- deliberate denial.
4. Less watching time: Busy chief executive, civil servants and other groups of audiences go to work and come late in the evening. Other engagements at home also keep people busy, making it difficult for them to spend many hours watching TV.

### 4.2.2 Radio Advertising

Radio is an everywhere medium and the most affordable-portable electronic medium in existence. There are many radio jingles and most of them are memorable.

#### Benefits of Radio advertising

1. Low-cost: It is cheaper or affordable to buy radio, buy air-time on radio. Financially, it is an in-expensive advertising medium.
2. It has local appeal. People get attached to radio stations so it is easier to get connected to the audience.

3. It enjoys target-ability. There are different messages packaged for desired audience. It packages and directs a message to a specialized audience. E.g. Abule Oloke Merin for Yoruba, “From the dailies” for people who understand English and other language-specific programs and ads on radio.
4. It has wide coverage. This is even better now with plurality of radio stations in the country. Radio signals travel everywhere, making it very easy for millions of people to be exposed to an ad any time it is aired on radio.
5. Radio enjoys long broadcast hours. Many radio stations are operated for 24 hours (non-stop broadcasting). This helps advertisers to select an appropriate period and get the ads aired on radio.
6. Access to radio is no longer tied to electricity supply. There are radio that are battery-powered, radio on mobile phones, radio that uses solar power, and many other simplified opportunity of gaining access to radio broadcasting. Therefore, advertisers need not worry about power supply affecting audiences’ exposure to ads.
7. Imaginative involvement: a listener who is willing to attend to a message best appreciates the creative message in a radio jingle.

#### **Demerits of Radio advertising**

1. Radio is a background medium. It has become a companion for many people so they do not pay attention to it and therefore do not pay attention to the adverts.
2. Message life is very short on radio. The length of the commercial is short and people may not be able to remember.
3. You cannot see the product. Radio jingles are only heard not seen; there is no product demonstration. Audiences can only imagine what the product is all about.

---

## Study Session Summary



### Summary

We have been able to present the classification of advertising using target audience, geographical location and media as parameters. You would notice that we also presented the merits and demerits of each category under the parameters.

---

## Assessment



### Assessment

#### **SAQ 4.1 (tests Learning Outcome 4.1)**

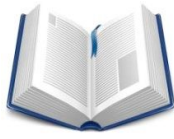
Differentiate between consumer advertising and business advertising.

#### **SAQ 4.2 (tests Learning Outcome 4.2)**

How does an Advert clutter affect Consumer advertising?

---

## Bibliography



### Reading

Bhatia, T.K. (2000). Advertising in Rural India: Language, Marketing Communication and Consumerism. Tokyo: Tokyo University of Foreign Studies

Strouse, M.G. (2000). Advertising: An Introduction. London: New Print Books

Bovee, L. and Arens, W. (1992). Contemporary Advertising. Chicago: Irwin

Jefkins, J. (1998). Advertising. New York: McGraw Hill

White, R. (2000). Advertising. Cambridge, UK: Pearson

UNIVERSITY OF IBADAN LIBRARY

## Study Session 5

# Classification of Advertisement (continued)

## Introduction

In study session four, some classifications of advertising were presented. We present the remaining categories in this Study Session. These categories are billboard, internet, newspaper, cinema, and videocassette advertising.

## Learning Outcomes



### Outcomes

When you have studied this session, you should be able to:

- 5.1 *mention* the categories of advertising, their strengths and weaknesses.

## 5.1 Billboard Advertising

Billboards come in two (2) forms:

1. Poster panel, and
2. Painted bulleting.

The poster panel ranges from eight (8) to thirty (30) sheets. They appear in neighborhood, parking lots and so on. The Painted bulleting is larger than the poster panel. The standard size of painted bulleting is 14 feet by 48 feet. They can be hand-painted on locations or painted on removable panels. They are found primarily on major highways. It is important to note that the poster panel can be lithograph.

### 5.1.1 Benefits of Out-door/Boards Advertising

The benefits of billboard advertisement includes:

1. The message appears larger
2. It is very easy to target a neighborhood, e.g. Globacom
3. Since people see it every-time in traffic they live their homes, it reaches many people daily
4. Also, since it is seen always, it becomes an effective medium for reminders
5. It is a good catalyst for impulse buying.

6. It aids frequent and repeated exposure to advertisement. People cannot close their eyes while driving or travelling on the road, they must see and read it.
7. There is good colour production, which makes it attractive.

### **5.1.2 Demerits of Out-door/Boards advertising**

Just as we have looked at some of the merits of billboard advertisement, let us look at some of its demerits as well.

1. Effects of weather is a big problem for out-door adverts. Rain and sun de-face boards and make messages to faint, change colour and even meaning.
2. It is not a good medium for launching a message. This is because it cannot tell stories and it is not good for body copy. The maximum word number is 9 for good feasibility.
3. They constitute environmental hazards and carry controversial messages. They may force drivers to be lost in emotion and beauty of the boards, thereby causing accident.
4. Because they are usually seen in fleeting seconds, they have to be powerfully executed to break-through the passers-by's consciousness. In essence, there is an intense creative demand on the agency.
5. They tend to function better as a reminder medium and so may not serve well as the primary medium of advertising campaign.

## **5.2 Internet Advertising**

The Internet is a collection of computer networks that operate to common standards. By the end of the year 2002, there were more than 100000 networks and over 120 million users connected worldwide. Now that technology has greatly advanced, many billions of computers are connected worldwide. This medium is greatly used today to advertise many products because the digital media revolution is being embraced by most of the youths and other groups of people worldwide.

### **5.2.1 Advantages of Internet Advertising**

The advantages of internet advertisement includes:

1. It has a global coverage.
2. It creates room for direct purchase.
3. Compared to other media, the cost per person of placing messages is cheap.
4. It combines the advantages of sight, sound and motion.

### **5.2.2 Disadvantages of Internet Advertising**

There are also many disadvantages of internet advertisement. They include:

1. Nigeria is still battling with epileptic supply of electricity, making it difficult for people to connect online or use their computers to the best they would have done. This challenge affects advertising on the internet.

2. There is also high rate of computer illiteracy in Nigeria. Even many educated Nigerians do not know how to use computers; many who know how to use computers cannot effectively manipulate the potentials. This affects internet advertising.
3. The use of credit cards limits purchase of products for people in the developing countries.
4. Like the television, the internet suffers from clutters because so many advertising messages compete for the viewers' attention at the same time. Hence, there is a lot of zipping and sapping.

## 5.3 Newspaper Advertising

This is the oldest medium of mass communication to some people in Nigeria. It is characterized by:

1. Daily circulation
2. Some degree of permanence
3. Possibility of reaching a large number of people
4. Propensity for carrying current news

### 5.3.1 Advantages of Newspaper Advertising

The advantages of newspaper advertisement are highlighted below.

1. The cost of reaching the prospects is relatively low.
2. There is high degree of selectivity of exposure. A particular group of people buys some newspapers. It is therefore easy to target those people by advertising in the newspaper they buy and read.
3. There is enough room for details. It allows the combination of texts, colour, photographs or pictures and so on. Therefore, there is the opportunity to provide useful details about the product.
4. The message can benefit from editorial environment. Editors of print media houses have the opportunity of reading and correcting all errors that advertisers themselves may not notice.

### 5.3.2 Disadvantages of Newspaper Advertising

We will now be looking at some of the disadvantages of newspaper advertisement. These are:

1. The cover price/cost per copy is high. This may prevent some middle and low-income earners from buying, reading and eventually seeing the adverts.
2. The advertising message may not be given attention because many readers only skim-through pages of newspapers.
3. As soon as many readers finish reading the news, they dump the newspaper. Worse still, some do not even read but dump forever even if they buy. Therefore, the message has a short life span.
4. Quality of the message may be lost during the production process in the newspaper industry.



## 5.4 Cinema and Video Cassette Advertising

**Cinema:** The cinema has long been a mainstay of the advertising industry in many parts of the world. Here, there is an issue of audience resistance because the cinema audience is more interested in the feature presentation.

**Video Cassette:** Video cassette advertising has grown quite significantly in recent years. The two types of video markets- rental and sales, can be very useful for product and service advertising.

### ITQ

#### Question

..... is a good catalyst for impulse buying.

- A. Billboard advertising
- B. Internet advertising
- C. Newspaper advertising
- D. Cinema advertising

#### Feedback

The correct option is A.

Billboard advertising is a good catalyst for impulse buying.

### ITQ

#### Question

In ....., there is high degree of selectivity of exposure

- A. Billboard advertising
- B. Internet advertising
- C. Newspaper advertising
- D. Cinema advertising

#### Feedback

The correct option is C.

In Newspaper advertising, there is high degree of selectivity of exposure.

---

## Study Session Summary



### Summary

In this Study Session, We presented the features, merits and demerits of billboard, internet, newspaper and cinema and video cassette advertising in this Study Session.

---

## Assessment



### Assessment

#### SAQ 5.1 (tests Learning Outcome 5.1)

Billboard advertising is best used as a reminder medium. Explain.

#### SAQ 5.2 (tests Learning Outcome 5.2)

What is Zipping and Sapping? And how does it affect internet advertising.

#### SAQ 5.3 (tests Learning Outcome 5.3)

List 3 disadvantages of Newspaper advertising.

#### SAQ 5.4 (tests Learning Outcome 5.4)

What is cinema advertising

---

## Bibliography



### Reading

White, R. (2000). Advertising. Cambridge, UK: Pearson

Arens, F.W. (2006). Contemporary Advertising. Tenth Edition. Boston: McGraw-Hill

Wells, W., Moriarty, S. and Burnett, J. (2007). Advertising Principles and Practice. Seventh Edition. New Delhi: Prentice-Hall

## Study Session 6

# Types of Advertisement

## Introduction

In study session four and five, we presented the classifications of advertising. What we are presenting in Study Sessions six and seven is types of advertising. Some scholars see the elements we present in this Study Session still as classifications of advertising, while others see them as types of advertising. We agree with the latter school of thought and we present them as types of advertising.

## Learning Outcomes



### Outcomes

When you have studied this session, you should be able to:

- 6.1 *highlight* the different types of advertising and differentiate on from the other

## Terminology

|                             |  |
|-----------------------------|--|
| <b>Social advertising</b>   | Advertisements that promote a community's health and well being, such as programs that educate people about drugs, diseases and other social issues. |
| <b>Advocacy advertising</b> | Advertisements that attempts to influence public opinion on specific political, economic or social issues.   |

## 6.1 Function Classification of Advertisement

Advertising is also classified according to their functions and role. Some of the important classifications of advertising are as follows:

### 6.1.1 Social Advertising

Social Advertising is undertaken by noncommercial organisations such as Trust, Societies, Associations, etc. The main objective of Social Advertising is to work for social cause. Advertisements for collecting donations for war victims or for victims of natural calamities, sales of tickets for a show etc. are examples of Social Advertising.

## 6.1.2 Political Advertising

Political advertising is undertaken by political parties to motivate the public in favour of the ideology of the party in question. Political advertising are intensively made during election times to gain favour of the voters. Such advertising promote plans and policies of the concerned party. It also try to expose weaknesses of the opposition with a view to convince the voters to vote for their party candidates. Some political advertisements are also made to assist the Government to implement its schemes for rehabilitation and national reconstruction. Advertisements issued by a political party is essentially a political advertising.

## 6.1.3 Advocacy Advertising

We often come across advocacy advertised relating to the use of family planning methods, conservation of scarce resources and maintaining green environment. An extreme example occurred in the 1960s, when a private citizen bought a two-page advertisement in the New York Times at a cost of \$12,000 to offer his peace plan for ending the war in Vietnam. In 1974, Mobil Oil Company began advocacy advertising concerning the need for offshore oil drilling to alleviate the energy crisis that existed at the time. NBC accepted the television commercial, but ABC and CBS did not, because of the controversial nature of the topic. As a result, Mobil Oil Company took out full-page newspaper ads, which reproduced in print the visuals and text for the commercial. This is designed to alert people to the fact that such ads are not editorials or informational pieces, but are specifically advertisements. Companies can place advocacy advertising on billboards, in print magazines and newspapers, online, and on television. In fact, many advertising firms consider candidates who have completed advertising internships far more attractive than those who have not. If you are planning to begin your career in advertising in the creative department of an advertising firm, a bachelor's degree may not be as essential.



**Tip**

The goal of advocacy advertising is to raise awareness of the cause at hand and persuade certain segments of the public to take specific action.

## 6.1.4 Retail Advertising

Retail advertising is the advertising by retailers who usually sell goods direct to the customers. Retail advertising has such objectives as:

1. To sell the stock;
2. To establish the identify of business;
3. To attract personal, telephone or mail order shoppers. Retail advertising is done through window display, neon signs, posters, leaflets etc. It is usually local in character.

## 6.1.5 Financial Advertising

When an advertising message is directed to attract for raising capital, it is called financial advertising. The banks, insurance companies and commercial undertakings collect required funds from the savings of the people by motivating them to post-pone present expenditure to future-period. An investor considers two things before investing his hard-earned savings. (1) Safety of investment (2) Return on investment. The safety of investment depends upon the reputation and goodwill of the company and the properties possessed by it. The institutional advertising helps in creating confidence in the minds of the investors. The financial advertisement inform the investors about the past performance in declaring dividends and the trend in declaring of dividend. The dividend depends upon the profitability of the company. The company with the help of charts, diagrams etc. communicate the rate of growth and rate at which profit is increasing.

The financial advertising aims at establishing financial, solvency of the company in the minds of the prospective investors. It is because of financial advertising the company have succeeded in floating of mega issue of shares arc in cores. The financial advertising aims at establishing financial solvency of the company in the minds of the prospective investors. It is because of financial exports.

### ITQ

#### Question

..... is undertaken by noncommercial organisations such as Trust, Societies, Associations.

- A. Political Advertising
- B. Social Advertising
- C. Advocacy Advertising
- D. Retail Advertising

#### Feedback

The correct option is B.

Social Advertising is undertaken by noncommercial organisations such as Trust, Societies, Associations.

### ITQ

#### Question

..... is done to sell the stock and establish the identify of business.

- A. Social Advertising
- B. Political Advertising
- C. Retail Advertising
- D. Advocacy Advertising

**Feedback**

The correct option is C.

Retail Advertising is done to sell the stock and establish the identity of business.

**Study Session Summary**



Summary

There are kinds or types of advertising. In this Study Session, we presented advocacy, political, PR, social, financial and retail advertising.

**Assessment**



Assessment

**SAQ 6.1 (tests Learning Outcome 6.1)**

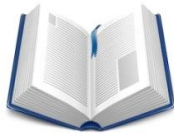
Study the table below carefully. Fill the empty columns appropriately from the options below:

Advocacy advertising B) Financial advertising C) Political advertising  
D) Social Advertising E) Retail advertising

|    |  |   |
|----|--|---|
| 1. |  | Is when an advertising message is directed to attract for raising capital.                                      |
| 2. |  | Advertisements for collecting donations for war victims is an example.  |
| 3. |  | Are intensively made during election times to gain favour of the voters.  |
| 4. |  | Is the advertising by retailers who usually sell goods direct to the customers.                                 |
| 5. |  | Relates to the use of family planning methods, conservation of scarce resources, maintaining green environment. |

---

## Bibliography



### Reading

Molokwu, B. (2000). Principles of Advertising. Lagos: Advertising Practitioners Council of Nigeria (APCON)

Bhatia, T.K. (2000). Advertising in Rural India: Language, Marketing Communication and Consumerism. Tokyo: Tokyo University of Foreign Studies

Strouse, M.G. (2000). Advertising: An Introduction. London: New Print Books

UNIVERSITY OF IBADAN LIBRARY

## Study Session 7

# Types of Advertisement (continued)

## Introduction

We complete our discussion on types of advertising in this Study Session. These are institutional, internet, primary-demand, selective-demand, product, service, national and retail advertising.

## Learning Outcomes



Outcomes

When you have studied this session, you should be able to:

- 7.1 *highlight* the different types of advertising
- 7.2 *differentiate* different types of advertisement

## 7.1 Function Classification of Advertisement (cont'd)

### 7.1 .1 Institutional Advertising

Institutional advertising and public relations advertising are complimentary to each other. Both are directed in building up corporate image. There are several reasons as to why a corporate firm may resort to public relations advertising. The reasons are:

1. To create a favourable image of the organisation.
2. To secure and keep good suppliers.
3. To build goodwill of the dealers.
4. To arouse and serve customers in a better way.
5. To arouse interest of the present and potential shareholders.
6. To correct misconceptions about the firm during strikes.
7. To win confidence of its employees.
8. To render community service.
9. To make people aware of social evils, health hazards, etc.
10. To obtain public support for certain cause.

The object of institutional advertising is to build manufacturers reputation in the minds of the public in general. The advertising message is directed to tell about the Company, its people, its contribution in promoting social welfare activities, in promoting consumer satisfaction its achievements in technology its broad philosophies, its share in economic progress of the Company etc. Such advertisements do not bring benefits in the form of higher sales immediately. But they create good footing for the company



in the long run. The competitive strength of the company goes up with the enhancement of corporate image. It is much easier for a highly reputed company to launch a new product in the market. Basically the institutional advertising aims at getting public support for raising the capital through public subscription.



**Note**

Institutional advertising focuses on touting the benefits, ideas, or philosophies of your business, or its entire industry, to enhance or repair its reputation rather than selling a product or service.

The following points are normally referred in institutional ads:

1. Research & Development of the firm.
2. Number of factories or branches of the firm.
3. The number of employees and facilities provided to them.
4. Foreign collaborations, if any.
5. Distribution network of the firm.
6. Market position of the firm.
7. Products or services offered by the firm.
8. Social welfare programs undertaken by the firm, etc.

## 7.2 Corporate Image Advertising

Corporate Image advertising designed or aimed to create a proper attitude towards the seller and to build goodwill or image for the advertiser (manufacturing concern or the selling concern) rather than to sell a specific product or service. Institutional advertising is done to build good public relations image in the market for the marketer and a patronage for its product or products. Institutional advertising can therefore be patronage advertising and public relations service advertising.

Public relations institutional advertising is aimed to create a favourable image of the company (advertiser) among employees, investors or general public. Public service institutional advertising aims at changing the attitudes or behaviour of the people to the good of the community or public at large. Patronage advertising is aimed to attract customers by appealing to their patronage buying motives rather than product buying motives. Most of the companies are successful in making their image in the minds of the people by using their names, such as „Bata“, „Tata“, „Dunlop“, „J.K.“, „Bombay Dyeing“ etc.



**Note**

A form of institutional advertising focusing not on a particular product or product range but on the organization itself.

## 7.3 Public Relations Advertising

It is a part of institutional advertising. The basic objective of public relations advertising is to establish co-cordial and healthy relations with the customers, bankers, suppliers, Government. Patrons and the public. Through public relations, advertising company announces the changes in

its policies, its developmental activities its position and stand when the employees are on strike. It helps the company to remove misconcepts about the company created by interested groups. During the periods of short, supply of goods the public relations advertising helps to hold the interest of the customers. The company assures about the normalcy of supply and request its customers to bear with the company.

## **7.4 Internet Advertising**

The Internet facility has been around for some 30 years. It actually began in the early 1960s in USA, where the U.S. Department of Defense saw it as a means of supercomputer communication for researchers and military facilities across the country. Until its commercial explosion in 1990s, the Internet remained a relatively obscure network of linked computers—mostly by academics, military researchers, and scientists around the world to send and receive electronic mail, transfer files, and find or retrieve information from databases. At present, Internet is the fastest growing medium in history, offers incredible opportunities for a wide range of people in both business and advertising. For advertisers, there is a whole new world of potential customers.

## **7.5 Primary Demand Advertising**

The main objective of Primary demand advertising is to create demand for a new product or product category. This is necessary in the case of newly developed products or the products, which are costly in nature. For example, cars, refrigerators, washing machines, watches, etc. Such advertising is directed towards a class of customers, it is also described as selective demand advertising. It is heavily utilized during the introduction stage of product life cycle. Primary demand is when a potential buyer, or prospect, is showing interest in a product or service for the first time. Often times it is because the prospect was never exposed to the “concept” of the product or service or never really understood it. But now due to new circumstances she has an apparent need all of a sudden.

## **7.6 Selective Demand Advertising**

Selective demand advertising is done to meet the growing competition mainly in growth stage of the life cycle of the product. Here, the goal of advertising is to push the demand of specific product or service. Often, promotion becomes less informative and more emotional during this phase. Advertising may begin to stress subtle differences in brands with emphasis on brand name recall. At this stage, pricing may also be used as a weapon because products of all the competitors are almost similar in quality. Selective demand is when a prospect has a need, has identified the need, and is ACTIVELY seeking out a solution. In these cases the prospect will come to you if he feels comfortable in your company's ability to solve his needs. When someone has selective demand they are more proactive in their search for information. They usually give themselves enough time to compare the quality, value, and offers of different companies. So while they are calling you they are also likely calling others as well.

## ITQ

### Question

The main objective of ..... is to create demand for a new product or product category.

- A. Primary demand advertising
- B. Selective demand advertising
- C. Internet advertising
- D. Institutional advertising

### Feedback

The correct option is A.

The main objective of Primary demand advertising is to create demand for a new product or product category.

## 7.6 Product Advertising

Product Advertising refers to the advertising of tangible product. It is for the marketing of the product advertising as a powerful instrument has emerged. A product may be anything in which a trader deals or trade. A product may be tangible or intangible. Products like radio, soap, pen cloth etc. are tangible products and services of professional people like doctors, lawyers, engineers etc. are intangible products. The fundamental of any advertising campaign is to establish the fact that among the substitutes the product advertised is the best. Thus, product is the heart of any advertising program. Advertising makes possible for the smooth entry of the new product in to the market.

## 7.7 Service Advertising

Service advertising is designed to operate in the public interest. It is undertaken to seek public welfare and social development. It is in the nature of non-commercial institutional advertising. In this type of advertising, the objective is to put across a message intended to change attitudes or behaviour and, as a result, benefit the public at large. Government and other organisations to promote public welfare generally use it. We often come across advertisements focusing on the need of small family norms, functional literacy and environmental sanitation and so on. The Government of India and many industrial houses have been sponsoring advertising campaigns pertaining to family planning programs, national integration, employment assistance schemes, cleanliness campaigns, need for vaccinations, anti-dowry cause, drug addiction, AIDS, wildlife preservation, road safety measures, adult literacy programs, etc. Today, most of the manufactures and businessmen have also started issuing advertisements in the interest of the public. Advertisements released by the Indian Railway appealing to the public to take care of public properties and ads released by Cancer Society of India for free Cancer check-up, are for socially relevant causes. Many companies have also taken up public causes such as supporting a leprosy eradication Programme, avoiding pollution, safe driving, blood donation drive etc., by resorting to public service advertising. To create awareness

of AIDS and its preventions Lintas has designed TV/film/video campaign.

## 7.8 National Advertising

It is generally undertaken by manufactures of branded goods, for which, advertising messages is communicated to consumers all over the country. Almost all possible mass media, including national newspapers, radio and television network, are employed for national advertising. Product services, and ideas, which have demand all over the country, are suitable for national advertising. In India, Indian Airline Hindustan Lever Ltd., Vicco, Godrej, Bajaj and Kirloskar are a few leading advertisers at national level. Likewise, detergents, soaps, toothpastes, cosmetics, scooters, cars, and bicycles, are some of the products, which are advertised all over the world.

### ITQ

#### Question

..... is done to meet the growing competition mainly in growth stage of the life cycle of the product.

- A. Primary demand advertising
- B. Selective demand advertising
- C. Internet advertising
- D. Institutional advertising

#### Feedback

The correct option is B.

Selective demand advertising is done to meet the growing competition mainly in growth stage of the life cycle of the product.

## Study Session Summary



### Summary

The features of institutional, internet, primary-demand, selective-demand, product, service, national and retail advertising were presented in this Study Session.

## Assessment

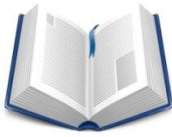


### Assessment

#### SAQ 7.1 (tests Learning Outcome 7.1)

Briefly differentiate between corporate image advertising and public relations advertising.

## Bibliography



### Reading

Bovee, L. and Arens, W. (1992). Contemporary Advertising. Chicago: Irwin

Jefkins, J. (1998). Advertising. New York: McGraw Hill

White, R. (2000). Advertising. Cambridge, UK: Pearson

Arens, F.W. (2006). Contemporary Advertising. Tenth Edition. Boston: McGraw-Hill

Wells, W., Moriarty, S. and Burnett, J. (2007). Advertising Principles and Practice. Seventh Edition. New Delhi: Prentice-Hall

UNIVERSITY OF IBADAN LIBRARY

## Study Session 8

# Media Planning in Advertisement

## Introduction

The most brilliant and original advertising ideas will be wasted if they are not presented through the right media in the right place at the right time to the right people. Hence, the selection of right media is an important for achieving the objectives of advertising. You will therefore examine how to analyse the media, looking at the strengths, weaknesses, reach and effect before selecting the appropriate medium for the message.

## Learning Outcomes



### Outcomes

When you have studied this session, you should be able to:

8.1 *discuss* factors underlining the selection of media for advertising

## Terminology

### Media

the means of communication, as radio and television, newspapers, magazines, and the Internet, that reach or influence people widely

## 8.1 Important Things to consider in Media Planning



### Note

Before explaining the factors, which should be kept in mind for selecting the right advertising media, it is essential that we must know the meaning of advertising media. An advertising media is a means or vehicle of delivering a definite message. It is a means through which an advertising message or information is passed on to the prospective customers, readers, viewers, listeners or passers-by. For instance, a producer seeks through advertisement media to keep in touch with old customers as well as to attract new customers. Medias are subject to intensive buying and selling activity. The media are the windows and gates to the audience. No matter how well packaged an advertisement, if the target audience is not reached through the media, the objectives will not be achieved.

In undertaking an advertisement, there are some factors to be considered. Some of these factors include:

1. **Marketing Objectives:** the marketing objectives of the product need to be stated. Questions, such as where are we taking this company and product? What do we want the product to achieve? These questions must be answered. The objectives will be the platform on which the overall planning will be based for success.
2. **Product Concept:** Product concept is the bundle of values, the product has to deliver to the audience. Look for the medium that will adequately suit the product concept.
3. **The Audience:** It is good to differentiate between target market and target audience. While target market for Bournvita is the parents, the target audience is the children at home who love Bournvita most. Determine the sex, educational level, geography, taste and other variables through research findings and select the best medium that will adequately reach them.
4. **The Message (Communication):** What exactly are we saying to the audience? The understanding of the message will determine whether you will use more than one medium for communication or not.

### **8.1.1 Determining Media Objectives**

The media objectives translate the marketing objectives into articulate goals which the media need to achieve. It is how the media can help to achieve the set goals of the market. For example, determining how to use the media to achieve 10 million naira turn-over over a year.

### **8.1.2 Considerations for Media Strategy**

With the determination of the media objectives, it is pertinent to determine how to achieve the goals or objectives of the market. Look out for the following:

1. **Market scope:** How wide is the market, do we have the capacity to handle the market and do we consolidate on this? Your organization's research findings will assist in these regards. This will enable the company to come-up with the best medium and strategy to reach the audience.
2. **Nature of Message:** The message affects the success of the product in the market. If the message is soothing, appealing and interesting, this can possibly rub on the product in the market.
3. **Consumer Purchase Pattern:** It is important you understand the ways consumers buy the product. Some products are seasonal, while some are sold every time or needed always. When you are able to determine the purchase pattern and other factors affecting demand, then the next step is to look for the medium that will deliver on this for your product to enjoy high demand.

## ITQ

### Question

..... is the bundle of values, the product has to deliver to the audience.

- A. Marketing Objectives
- B. Market scope
- C. Consumer purchase pattern
- D. Product concept

### Feedback

The correct option is D.

Product concept is the bundle of values, the product has to deliver to the audience.

4. Budget Level: This is the amount stated to be spent on advertising the product. It is advisable to expend enough money on the campaign for you to realize the objectives. Do not under-budget so that the campaign will be successful, and do not over-budget so that you do not waste money in producing ads that will not deliver on promises.
5. Competition: One of the variables in your marketing environment that you must study very well is the competitors. Since the activities of your competitors can spell doom or good for your product, you need to study the competitors and build your own campaign for healthy competition, if not aggressive or dominant competition.
6. Nature of the medium: Every medium has its own peculiarities. Radio is known for wide coverage and TV is audio-visual. Newspapers or generally print is for the educated elite, while TV is strictly efficient during the night. When you understand the nature of various media you are planning to use and you are able to analyze their strengths, weaknesses, opportunities and threats, your ability to select the best medium for advertising is increased.

### 8.1.3 Considerations in the Choice of Media

In considering the choice of media, we must consider any of the following.

1. Reach: What is the coverage of the medium in question? The ability of the medium to reach more households, desired target-audience where they are is very crucial. The fact that radio has the widest reach does not mean that it will be suitable for all or your products.
2. Frequency: How many times does a person or household receives and advertisement or message per day or period? The more the exposure, the higher the perception.
3. Impression: What possible impact can the message have on the target audience? It also boils down to the impression on the audience of a medium. Does the medium commands respect, which will be translated on your products.



## ITQ

### Question

The question “How wide is the market?” is answered under .....

- A. Product concept
- B. Marketing Objectives
- C. Market scope
- D. Consumer purchase pattern

### Feedback

The correct option is C.

Market scope answers the questions: “How wide is the market”, “do we have the capacity to handle the market” and “do we consolidate on this?”

## Study Session Summary



### Summary

We have successfully presented the considerations for media planning and media strategy in this study session. These considerations are very critical for successful advert campaign.

## Assessment



### Assessment

#### SAQ 8.1 (tests Learning Outcome 8.1)

Differentiate between target market and target audience.

## Bibliography



### Reading

Bhatia, T.K. (2000). Advertising in Rural India: Language, Marketing Communication and Consumerism. Tokyo: Tokyo University of Foreign Studies

Molokwu, B. (2000). Principles of Advertising. Lagos: Advertising Practitioners Council of Nigeria (APCON)

Strouse, M.G. (2000). Advertising: An Introduction. London: New Print Books

## Study Session 9

# Advertisement Appeal

## Introduction

Advertising has as a focus, the motivation of the target audience towards purchase of a product. For advertisements to achieve this objective, they must contain some appeal. In this study session, we present the qualities a good advertisement must possess for it to appeal to the target audience. These and the types of appeal are the focus of this Study Session.

## Learning Outcomes



### Outcomes

When you have studied this session, you should be able to:

- 9.1 *point out* an advertisement appeal
- 9.2 *discuss* considerations in advertising appeal

## 9.1 What is Advertisement Appeal?

An advertising appeal is a statement designed to motivate a person to act. The appeals, which the advertiser makes usually, focus the buying motives of the consumers. Pleasing total quality of a radio becomes basis to motivate the music and the vitamin contents of a drug form an appeal to motivate public and listen to people to preserve their health. However, numerous appeals may be made for any product.



### Tip

An advertising appeal refers to the approach used to attract the attention of consumers and/or to influence their feelings toward the product, service, or cause. It's something that moves people, speaks to their wants or need, and excites their interest.

Essentials of a Good Advertising Appeal:

The following are the essentials of a good advertising appeal:

1. It must be Communicative: An advertising appeal must successfully tell what it wishes to convey. As far as possible, the message must be communicated in a simple language.
2. It must have a Good Theme: A good theme means there must be something, which has to be told to the prospects. Only meaningful words become effective in conveying the story.

3. It must be Distinctive: An advertising appeal must be distinctive. It should present a product in a distinctive way. If it is a new product, then “new” alone makes it distinctive.
4. It must be Interesting: A good advertising appeal must be interesting. An advertisement must provide interest to the readers or the listeners or viewers and this can be done by telling the story of an advertisement in an interesting manner.
5. It must be Believable: The theme of an effective advertising appeal must be believable. The message which is doubted can never be effective. Only facts are presented in an interesting manner.
6. It must be Complete: An advertising appeal should be complete and must not be superfluous. Such information which is likely to confuse the prospects in making buying decision should be avoided.

### ITQ

#### Question

The following are essentials of a good appeal except ..

- A. It must successfully tell what it wishes to convey
- B. It must be interesting
- C. It must incomplete
- D. It must present the facts in a believable manner.

#### Feedback

The correct answer is C.

Options A, B and D are all essentials of a good advertising appeal.

## 9.2 Types of Appeals used in Advertising

The following are the appeals widely used in advertising:

1. **Emotional Appeals:** Emotional appeals are used in advertising the consumer product. They are used for inducing initial interests and arousing interest in the advertised product. Goods like toys for children and baby food are sold on emotional appeals.
2. **Intellectual Appeals:** These appeals are free from emotional touch and are based on intelligence. Intellectual appeal are used for selling high priced industrial goods. They are based on rational thinking. Emotional appeals work fast to create interest and desire but it is intellectual appeal of the Bombay Dyeing advertisement where a young and beautiful girl is shown wearing eye-catching prints. The picture of the girl and prints provide emotional appeal but the headline “icy summer prints” provide and atmosphere of coolness and appeals to the intellect.
3. **Human Instincts Appeal:** Human beings are guided by such instincts as: self-preservation, parental care, food, clothing, curiosity and so on. When a copy makes proper appeal to the appropriate instinct, it will create a desire in the minds of the reader to buy the article. For an appeal to the self-preservation instinct health, food, woolen clothes and physical fitness courses are appropriate articles.

Baby food can be sold more easily by making an appeal to the parental instinct and the natural affection of the parents for their children.

4. **Physical Sense Appeal:** Appeals to physical senses evoke greater response. For example, food and beverage products are sold by inciting taste appeal. During summer, cold drinks can be effectively advertised with pictures of cool, refreshing summer drinks but during winter this advertisement would be a misfit if appeal is made to the sense of taste alone, a more viable approach would be to appeal to the instinct of self-preservation.
5. **Positive Appeal:** Appeals that follow positive approach are called positive appeal. They create situations under which prospects are likely to attain happiness and peace of mind with the possession of advertised goods. With a view to arouse product interest, the following positive emotional appeals are used e.g., appeals to comfort, healthy, living, family affection, pleasure, personal appearance, sympathy, love, pride etc. These appeals are positive because they create awareness under which prospects are likely to attain happiness and the mental satisfaction of possession of materials.
6. **Negative Appeal:** Negative appeals are those which follow negative approach. They normally include feelings like jealousy, anger, pain and fear. These are the unpleasant feelings and no prospect would desire to associate himself with frustration. It would be unwise to assume that negative appeals are ineffective. Sometimes they work very fast.

### ITQ

#### Question

Goods like children toys and baby food are sold on .....

- A. Emotional appeal
- B. Intellectual appeal
- C. Physical sense appeal
- D. Negative appeal

#### Feedback

The correct answer is A.

Goods like children toys and baby food are sold on emotional appeals.

## Study Session Summary



### Summary

There are types of appeal in advertising. There are also important considerations in packaging a good advertisement that will contain the right appeal. The study session was on these two important concepts.

## Assessment



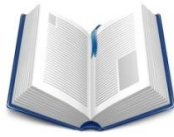
Assessment

SAQ 9.1 (tests Learning Outcomes 9.1 and 9.2)

Identify the types of appeals used in the images below:



## Bibliography



### Reading

Molokwu, B. (2000). *Principles of Advertising*. Lagos: Advertising Practitioners Council of Nigeria (APCON)

Bhatia, T.K. (2000). *Advertising in Rural India: Language, Marketing Communication and Consumerism*. Tokyo: Tokyo University of Foreign Studies

Strouse, M.G. (2000). *Advertising: An Introduction*. London: New Print Books

Bovee, L. and Arens, W. (1992). *Contemporary Advertising*. Chicago: Irwin

Jefkins, J. (1998). *Advertising*. New York: McGraw Hill

## Study Session 10

# Components of an Advert

## Introduction

From newspaper to television, internet to billboard, copies of advertisements have some common components or elements. In this study session, we present these elements.

## Learning Outcomes



Outcomes

When you have studied this session, you should be able to

10.1 *analyze* the components of an advert

## Terminology

### Copy

An advertisement copy is all the written or spoken matter in an advertisement expressed in words or sentences and figures designed to convey the desired message to the target consumers.

## 10.1 What is a Copy?

A “Copy” means a written matter in any advertisement. It may consist only one word or many words. A copy consists of headlines, subheads, captions etc. The copy supports the illustration and contains description of the products merits, demerits, uses, services etc. A copy is the heart of an advertisement. It shoulders the responsibility for influencing the buyers.

### 10.1.1 Elements of Copy

A copy normally includes the following elements or parts:

1. **Main Headline:** Headlines is the starting or the top line of an advertisement, usually printed in bold and of larger type size. The prime function of the headline is to gain immediate attention.
2. **Sub-Headlines:** At times, some ads have more than one headline. Of these, one is usually the main headline, and the others are sub-headlines. There may be over lines - that precede the main headline and there can underlines - that follow the main headline.



The sub-headlines are used to support or to complete the meaning of the main headline.

3. **Body Copy:** It refers to the text of the advertising message. Favourable information about the product and its features is provided in the copy text. It is through effective copy writing the audience can be converted into prospects and the prospects into customers.
4. **Captions:** Captions do form part of copy text. Captions are small sentences that seem to come out the mouth of the people shown in the ads. Comic strip type of copy make use of captions. For example, you must have come across such captions in the print ads of Tortoise Mosquito Coil.
5. **Slogans:** Most ads do make use of slogan. It is a small catchy phrase used to sum up the advertising message. Ideally the slogan should be short, preferably 3 to 6 words. Many a times the slogan says it all. For instance, the best tobacco money can buy "Rothmans".

**Figure 10.1 1973 Country Life Magazine**



6. **Logo:** Logos or signature cuts are special designs of the advertiser or its products which are used to facilitate identification. There is no



rule as to where a logo should be placed. However, in most of the cases, the logo is placed at bottom right.

**Figure 10.2 Bottom Right Logo position on a Globacom Advert.**



7. **Illustration:** This is a picture, photograph or drawing that is used in the advertisement to convey visually the idea or message of the advertisement. An illustration, therefore, means a picture used in an advertisement to tell the prospects the message of an advertisement. The presence or absence of a picture in an advertisement can cause marked difference in its effectiveness. With the help of illustration over-emphasis in the subject matter can be avoided and display appeal can be made clear and direct. The inadequacy of language is compensated for the use of an illustration.
8. **Layout:** A layout is a sketched plan of a proposed advertisement. It includes the headline, rough illustration and copy which serves as plan for the advertisement. Layout is a working sketched plan showing the size, positions and colour weight values of the different elements that make up the complete advertisement. Layout, thus

refers to the total exposure of an advertisement. Layout is important in an advertising plan. It enables the advertiser to visualize how the complete advertisement will look when published. It also gives the printer the location of each unit in the advertisement. Layout is usually prepared to seek approval of the client and to see approval of the client and to see the overall impact.

### ITQ

#### Question

.....is a sketched plan of a proposed advertisement.

- A. Main headline
- B. Layout
- C. Logo
- D. Sub headlines

#### Feedback

The correct option is B.

Layout is a sketched plan of a proposed advertisement.

## Study Session Summary



### Summary

We were able to present the elements in a good advert copy. Some of these are slogan, caption, body copy, headline and sub-headlines.

## Assessment



### Assessment

#### SAQ 10.1 (tests Learning Outcome 10.1)

In the picture below, identify the elements of an advertisement copy.



## Bibliography



### Reading

White, R. (2000). Advertising. Cambridge, UK: Pearson

Arens, F.W. (2006). Contemporary Advertising. Tenth Edition. Boston: McGraw-Hill

Wells, W., Moriarty, S. and Burnett, J. (2007). Advertising Principles and Practice. Seventh Edition. New Delhi: Prentice-Hall

Vandeh Bergh, G.B. and Katz, H. (1999). Advertising Principles, Choice, Challenge, Change. Lincolnwood, IL: NTC Business Books

## Study Session 11

# Planning an Advertisement Message

## Introduction

Nothing is as important as the advert message. A poor message in a good medium is poor advertisement. Advert messages have some characteristics and there are rules to be followed in designing good messages. We focus on how to write effective advert message in this Study Session.

## Learning Outcomes



Outcomes

When you have studied this session, you should be able to:

11.1 *script* message for advertisement

## 11.1 Message in Advertisement

A message is a simple and clear idea that acts as a guiding principle for all kinds of communications, from the content of leaflets, brochures and websites to the agenda for a media interview, to conversations with stakeholders. Messages are a solution to three basic constraints on the way people take on new information. Characteristics of a good message includes:

### 11.1.1 Distinctive

A good message will be immediately appealing to its target audience: it should be strongly worded to stand out from everything else that is competing for their attention.

For instance, a journalist who receives several hundred press releases by email or fax every day is much more likely to write a story based on a press release where the message is powerful and immediately obvious. Otherwise, he or she is likely to discard your project press release and look at the next one instead.

### 11.1.2 Few

Having a lot to say can be a problem, though. If you try to communicate dozens of ideas at the same time, your audience will suffer from “information overload” and end up failing to grasp any of these ideas properly at all. Too many different messages cause confusion, and you risk losing focus.

For instance, if a project website contains dozens of unfocused messages on different topics competing for attention, readers are unlikely to take away a clear view of the project’s benefits. Or if an influential policymaker receives an invitation to a MED Programme end-of-project event, he or she is less likely to accept if the letter contains many different competing messages.

### 11.1.3 Concise and clear

Communication will never get results if it is delivered in a form that requires your target audience to sit down with a strong cup of coffee, a dictionary, a table of acronyms and a calculator just to understand it. The simplest messages are the best. They require no effort to understand. Optimally, 3 key messages on 1 page; each statement only 1 to 3 sentences in length or less than 30 seconds when spoken.

### 11.1.4 Consistent

You stand the best chance of determining what impression your audiences will take away of your project if they hear the same message from different sources and on different occasions. Without consistent messages, communication lack clarity and when different activities say different things about your project, the effect is diluted. When they all say the same thing about your project, the effect is multiplied.

### 11.1.5 Simple

No matter how much you say, only a small amount of information will make it to your audience. You can only write 500 or so words on a press release before people stop reading. You can only talk for 20 minutes in a speech before your audience loses interest. A 30-minute television interview may be edited down to 30 seconds. Messages help to ensure that the important information makes it through the bottleneck. By making messages simple you remove all secondary, less important information that you can afford to live without. A good message should be easy-to-understand language; avoid jargon and acronyms.

## 11.2 Developing Your Messages

Begin by generating a large, un-organised mass of information—everything you want to say – then select and refine only the most essential, powerful and effective ideas remain.

### 11.2.1 Brainstorm

Get together a broad range of people who are involved with your project for an open discussion about what you want to communicate and to whom. Together, list your target audiences. For each audience, state your objectives – what you want to achieve by communicating with them – and also what ideas and information you need to convey to achieve those goals. This is the raw material for your messages.

### 11.2.2 Look for Themes

Usually similar objectives and ideas will appear across several audiences. Group these together under thematic headings. Each of these may be the basis for a key message.

### 11.2.3 Rank and Select

List your draft messages and decide which are the most important. If you could only say one thing, what would it be? If you could say two things, which other message would you choose? And so on.

### 11.2.4 Refine the Language

Can you say the same thing in fewer words? Remove all unnecessary words. Can you say the same thing using simpler words? Remove any complicated vocabulary. Look at each word and ask whether someone who is not fluent in your language, or who knows nothing about the subject matter of your project would understand it.



#### Note

Language has a powerful influence over people and their behaviour. This is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important.

It is important to understand the connotation of a word. Connotation is the feeling or ideas that are suggested by a word, rather than the actual meaning of the word. Armchair, for example, suggests comfort, whereas chair arouses no particular feelings.

Visual content and design in advertising have a very great impact on the consumer, but it is language that helps people to identify a product and remember it.

### 11.2.5 Eliminate Overlap

If you find the same basic ideas repeated in more than one of your messages, shift the ideas around between messages so that nothing is repeated. This will make space to say more. Make every word count.

### 11.2.6 Think Media

What media will reach your key audiences? What would be the best possible headline about your project that you could imagine being published in those media? The answer is a good pointer towards a key message.

### 11.2.7 Think Impressions

For non-media tactics such as meetings and lobbying, think: what three things would I like the audience to remember and tell someone else about my project later?

### 11.2.8 Test Them Out

Show your messages to people outside your project. Friends and family will do, but journalists or people close to your target audiences are better. Do they understand? Are they interested? If not, try again.

### 11.2.9 Choose The Ones

Select the best three messages. Look at the best of the rest and see if they contain any truly essential ideas. If so, can you incorporate these ideas in your chosen three?

### 11.2.10 Put Them to Work

Circulate and promote your messages proactively within your project and be sure that everyone is familiar with how to use them. Every piece of external communications should be planned and executed in line with your key messages. Review, revise and rehearse. Monitor output to be sure that this is taking place.

### 11.2.11 Audit and Feedback

Periodically, look at any press coverage that has been generated and gauge what messages your key audiences are receiving about your project. Are your messages getting across? You will need to be persistent and should generally not change messages very often, but if they are not working that can be a sign that it is time to think again.

---

## Study Session Summary



### Summary

You would notice that this study session was on advertising message. To present this effectively, we discussed the message, characteristics of a good message, and some considerations in or rules guiding effective advert message production.

---

## Assessment

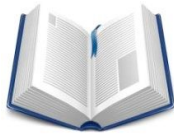


### Assessment

#### SAQ 11.1 (tests Learning Outcome 11.1)

Briefly state the characteristics of a good advert message.

## Bibliography



### Reading

Bhatia, T.K. (2000). *Advertising in Rural India: Language, Marketing Communication and Consumerism*. Tokyo: Tokyo University of Foreign Studies

Strouse, M.G. (2000). *Advertising: An Introduction*. London: New Print Books

Bovee, L. and Arens, W. (1992). *Contemporary Advertising*. Chicago: Irwin

Jefkins, J. (1998). *Advertising*. New York: McGraw Hill



## Study Session 12

# Advertising Agency: History, Functions and Types

## Introduction

The manufacturers and the media depend on advert professional to achieve their objectives. The advertising agency is the link between manufacturers of products and the media. The work of professionals in this industry is the focus of this study session. We present the historical development of advertising agency, their functions and types in this study session.

## Learning Outcomes



Outcomes

When you have studied this session, you should be able to:

- 12.1 *state* the functions of an advertising agent
- 12.2 *highlight* the different types of advertising agency

## 12.1 Definition and Functions of an Advertising Agency

An advertising agency is a professional structure that employs individuals to act as middlemen between the product manufacture (advertiser) and the end-users. The first American to act as an advertising agent were colonial postmasters. Adverts were then left at the post-office. The agency became a creative center in 1870 when Charles Austin Bates a writer, began writing copies and selling the services to merchants. In 1875, the agency-client relationship was set-up, while the American Association of Advertising Agencies (AAA) was formed in 1917. According to AAA, an advertising agency is an independent organisation of creative and business people who specialize in developing and preparing advertising plans, advertisements and other promotional tools. The agency purchases advertising space and time in various media on behalf of different advertisers. The agency people are highly skilled people from various occupations. Visual artists, writers, producers, communication experts, etc. To some people, the advertising agency exists for one major purpose: to interpret to the target audience the salient message or information about a product or service being offered by the advertiser.

### 12.1.1 Functions Of An Advertising Agency

Among the functions of any advertising agency are the following:

1. The advert agency studies a product, its strength, weaknesses, present and potential markets and formulates a plan to expose the advertiser's message to consumers, wholesalers, dealers and contractors.
2. The agency writes, designs and produces commercials or jingles on behalf of its clients.
3. The agency examines all appropriate methods of distribution and sales and investigates the appropriate media for the message.
4. The agency buys space and time, checks that the adverts run and bills the clients for services and the media used.
5. It works closely with the advertiser to be sure that the campaign is coordinated with sales and other marketing activities.
6. It tests and conducts research prior to the campaign, during and after the campaign to gauge the success of its creative efforts.
7. Agencies supervise and sometime carry-out market research.
8. They generate and carry-out below-the-line promotional ideas for their clients.
9. They ensure that the adverts arrived the designated media in the technically correct state for re-production and or transmission.
10. They ensure that the adverts arrive the media on time so as to run as planned.

#### ITQ

##### Question

The following are the functions of an advertising agency except ...

- A. Writes and produces commercials and jingles
- B. Supervise and sometimes carry out market research
- C. Carry out ATL promotional ideas for the clients
- D. Ensure that adverts arrive on time

##### Feedback

The correct answer is C.

Options A, B and D are all functions of an advertising agency.

### 12.1.2 Types of Advertising Agencies

Agencies are classified based on the activities they perform. Hence. We have full-service agencies, creative boutique, limited service agencies, industrial agencies, specialized agencies, in-house agencies, just to mention a few.

#### 12.2.1 Full Service Agency

This supplies both advertising and non-advertising services in all areas of communication and promotion. The services include planning, creating and producing ads, research, media selection, public relations, production

of sales promotion materials, direct marketing, trade shows, calendars, brochures, annual reports, and so on. It is a one-stop agency that combines both above-the-line and below-the-line services. It has on staff, the key personnel needed for account management, creative services, media planning and buying, as well as research.

### 12.2.2 Creative Boutique

This type of agency is a relatively small group that concentrates only on the creative execution of client's communications. Focus is mainly on developing the creative idea on the advertising message. The creative boutique is well known for its specialization in developing campaigns, its ability to come-up with exciting ideas, award-winning art designs or graphics. It also employs talented specialists whose services are highly valued because creativity is the bed-rock of advertising.

### 12.2.3 In-House Agency

Some advertisers/manufacturers perform most or sometimes all their marketing communication tasks in-house. They are found with large retailers. They may have the ability to break deadlines. They may be cost-effective because they have low budget. They have the advantage of specialization because the executives master the brand. They are capable of priority services. However, they may also suffer from creativity exhaustion or be burnt out.

#### ITQ

##### Question

The focus of a ..... is mainly on developing the creative idea on the advertising message.

- A. Creative boutique
- B. Full service agency
- C. In house agency
- D. Rented agency

##### Feedback

The correct answer is A.

The focus of a creative boutique is mainly on developing the creative idea on the advertising message.

## 12.3 How Agencies are Paid

Advertising agencies are paid through the following techniques:

1. Media Commission: A commission is a payment from the media to an agency for purchasing advertising space and time. The regular commission is 15%. For the out-door, it may be 16.66%. For all the people who provide services for an agency, you may not claim a commission but a mark-up. A mark-up is an extra-added cost on the total bill for the advertiser.

2. Fee: The agency people will not request for a mark-up but a specified fee for their services. The agency may charge two types of fees:
  - a. A basic monthly fee for all services rendered to the clients, and
  - b. Retainer-ship- in this case, the agency charges for all services and takes credit on any media commission earned by the manufacturer.
3. A new type of agency commission is the incentive system. The agency earns more if the campaign achieves specific or highlighted growth and vice versa.

## Study Session Summary



### Summary

Now you know about creative boutique and full service agency as types of advertising agency because of your exposure to this Study Session. Do not forget that we also discussed the historical development and functions of advertising agency.

## Assessment



### Assessment

#### SAQ 12.1 (tests Learning Outcome 12.1)

List 4 functions of an advertising agency.

#### SAQ 12.1 (tests Learning Outcome 12.1)

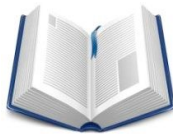
Study the table below carefully. Fill the empty columns appropriately from the options below:

- A. Creative Boutique
- B. In-House Agency
- C. Full Service Agency
- D. Media Commission
- E. Retainer-ship

|    |       |  |
|----|-------|--|
| A. | _____ | Some advertisers/manufacturers perform most or sometimes all their marketing communication tasks in-house. |
| B. | _____ | A payment from the media to an agency for purchasing advertising space and time.                           |
| C. | _____ | supplies both advertising and non-advertising services in all areas of communication and promotion.        |
| D. | _____ | A case where the agency charges for all services and takes credit on any                                   |

|    |       |   |
|----|-------|---|
|    |       | media commission earned by the manufacturer.  |
| E. | _____ | a relatively small group that concentrates only on the creative execution of client's communications. |

## Bibliography



### Reading

Bhatia, T.K. (2000). Advertising in Rural India: Language, Marketing Communication and Consumerism. Tokyo: Tokyo University of Foreign Studies

Strouse, M.G. (2000). Advertising: An Introduction. London: New Print Books

Bovee, L. and Arens, W. (1992). Contemporary Advertising. Chicago: Irwin

Jefkins, J. (1998). Advertising. New York: McGraw Hill

UNIVERSITY OF IBADAN LIBRARY

## Study Session 13

# Agency-Client Relationship

## Introduction

Advertising agencies must maintain quality and mutual relationship with their clients. The clients produce advert briefs and money for execution of advert campaigns, while the advert agency does media selection and planning, and production of advert copy. We will discuss the relationship between the clients and the agency in this study session.

## Learning Outcomes



Outcomes

When you have studied this session, you should be able to:

13.1 *discuss* the C's of agency-client relationship

## Terminology

**Mutual relationship**

A relationship that benefits both parties (client and agency)

## 13.1 Factors Affecting Clients-Agency Relationship

Three important factors have been identified as crucial for improved clients-agency relationship. They are called the 3C's:

1. Chemistry
2. Communication
3. Conduct

### 13.1.1 Chemistry

As a good advertising agency, you must be ready to relate with many and any clients or people. Relationship is complex because human behaviour is difficult to predict. The first thing to do is to define the level and modality for your relationship. The agency and its clients must be able to relate well.

### 13.1.2 Communication

Your organisation must have reputation in the media and public for your communication to be effective. Here, your previous campaigns or creative activities for the clients speak for you. The question is, how well are you communicating the clients to the audience?

**Figure 13.1 Communicating with a Client**



### 13.1.3 Conduct

The ability of the agency to deliver promises, meet deadlines, show good commitment to the client's jobs and determine to bring efficiency to play in order to bring the client up the ladder is the conduct. Though this is intangible, it determines whether the agency gets accounts or briefs to execute or not. If your agency is not known for efficiency and commitment, it affects the image of your organisation, which ultimately affects the overall business.

#### ITQ

##### Question

..... is the ability of the agency to deliver promises, meet deadlines, show good commitment to the client's jobs.

- A. Chemistry
- B. Conduct
- C. Communication
- D. Correction

##### Feedback

The correct option is B.

The ability of the agency to deliver promises, meet deadlines, show good commitment to the client's jobs and determine to bring efficiency to play in order to bring the client up the ladder is the conduct.

## 13.2 Agency versus Clients

We will now be looking at how agencies lose and get clients.

### 13.2.1 Why do Agencies lose Clients

Advertising agencies lose clients because of:

1. Poor performance or service
2. Poor communication
3. Unrealistic demands by the clients
4. Personality conflicts (agency versus clients)
5. Personnel changes
6. Changes in policies
7. Declining sales
8. Conflicting compensation philosophy: when the agency feels cheated and the advertiser is also not satisfied with the result of the campaign, the advertiser will count it as a change and the agency will also not be happy with the pay.
9. Changes in client's corporate or marketing strategy

### 13.2.2 Why do Clients change Agencies

1. Quest for new ideas
2. Mergers- this will create competing interests
3. Failed campaigns- if despite all the money spent on a campaign there was a failure, the advertiser might want to change.

#### ITQ

##### Question

Advertising agencies lose clients because of the following except ....

- A. Poor performance or service
- B. Unrealistic demands by the clients
- C. Personality conflicts
- D. Good communication

##### Feedback

The correct answer is D.

Options A, B and C are all reasons advertising agencies lose clients.

### 13.2.3 How Agencies get Clients

Agencies get their clients from various sources. Among these sources are:

1. Referrals: When existing clients, friends and even other agencies find your work satisfactory, chances are they will recommend you to other clients.
2. Reputation: When an agency is an award-winning one, when the media celebrate your agency, many jobs are likely to come your way.
3. Presentation (pitches): Often times, advertisers send briefs to agencies inviting them to contest for an account. The campaigns are



usually reserved for the agency with the best creative strategy as judged by the clients. Criticisms against this idea said that the other agency that lost out to the sole winner of the account would bear gallantly, the cost of preparing, researching, bidding and timing for the lost job. The client wastes all their efforts towards the presentation. The fact that their ideas did not work for a client does not say that the ideas are bad and cannot work for other clients. Even, the agency that won the presentation might end-up using parts of the ideas presented by the other agencies.

4. Public Relations and Human Relations: When you do publicity and handle your clients well; when you do some corporate social activities, i.e. sponsorship, you are likely to gain clients' support and approval for further engagements. One good turns and deserves another. The moment you start to use PR in your agency, you are indirectly advertising your agency to the clients.

---

## Study Session Summary



### Summary

In this study session, we presented the relationship between advert agencies and their clients, factors that affect this relationship and how agencies can effectively manage their relationship with their clients

---

## Assessment



### Assessment

#### SAQ 13.1 (tests Learning Outcome 13.1)

Outline 3 reasons why advertising agencies lose clients.

#### SAQ 13.2 (tests Learning Outcome 13.2)

List 3 ways in which an advertising agencies gets clients.

---

## Bibliography



### Reading

White, R. (2000). Advertising. Cambridge, UK: Pearson

Arens, F.W. (2006). Contemporary Advertising. Tenth Edition. Boston: McGraw-Hill

Wells, W., Moriarty, S. and Burnett, J. (2007). Advertising Principles and Practice. Seventh Edition. New Delhi: Prentice-Hall

Vandeh Bergh, G.B. and Katz, H. (1999). Advertising Principles, Choice, Challenge, Change. Lincolnwood, IL: NTC Business Books

Felton, G. (1994). Advertising Concept and Copy. Englewood Cliffs, NJ: Prentice-Hall

## Study Session 14

# Agency Structure

## Introduction

Every advertising agency has a structure. The structure is about power relations and division of labour based on expertise. In this study session, the organogram of a typical advert agency is discussed, with the key functions of each level of authority or department.

## Learning Outcomes



Outcomes

When you have studied this session, you should be able to:

14.1 *describe* the structure of an Agency

## 14.1 Structure of an Agency

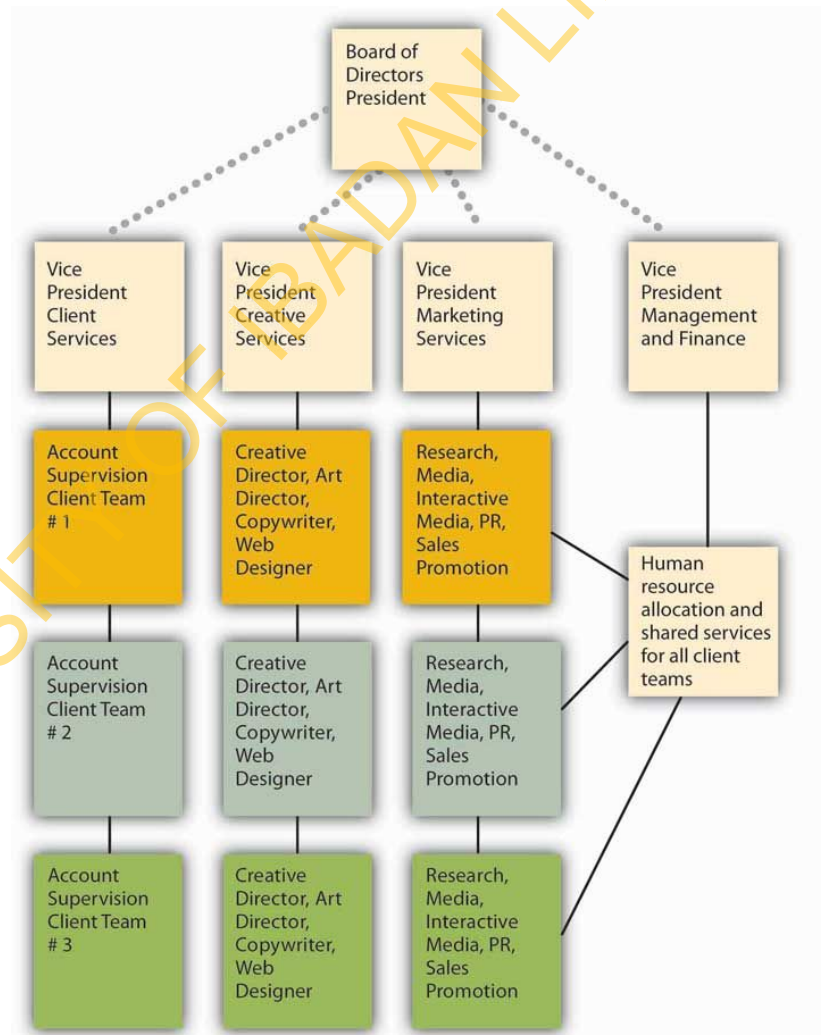
At the top of the agency is the Chairman, who is assisted by a board of directors and executive directors who head various departments. First, we have the client service department, which is known as the brand management unit in some agencies. Also, we have the creative department, the media department, some agencies do have research department, administrative and finance departments.

1. The clients' services department acts as a go-between for the client and the agency. They are responsible for clients' acquisition, liaison. But they are also responsible for the development of the briefs about the products. In some agencies, the brief is developed by the account services department. The clients' services is the front office of the agency. It has direct dealing with the clients.
2. The account and planning department interprets the needs and the wishes of the advertisers. Theirs is a highly pressurized job demanding superlative communication and diplomatic skills. They also handle/instigate market research.
3. The creative department is often referred to as the engine-room of the advertising agency. They are totally responsible for the development of the message, both print and broadcast media. It is made up of copywriters, visual artists, arts illustrators, broadcast directors, photographers and other related professionals. The creative department is responsible for the design of the advertising message, the illustration, painting or photographs, colour, font, the

development of the story-board, etc. the copywriter develops the written elements (the words) in an advert, including the headline, sub-head, body-copy, caption, slogan and tag-lines. They come up with the craziest ideas, they soak up experiences like sponge from things they have read, tasted, and places they have visited.

4. The media department plans, implements and controls what the creative department brings to them. They make all the decisions on what media to use, when and how often that medium or those media will be used, etc.
5. The administrative and finance department disburses fund for advert placement. They determine how much the client is to be charged. They are also in-charge of staff employment and human resources services.

**Figure 14.1 Typical Workflow of an Agency**



To be effective as an advertising practitioner, especially in the creative department, we must remember the ROI principle. This stands for Relevance, Originality and Impact. It is also important to make good use

of brainstorming as a creative device. Brainstorming is a creative thinking technique that uses free association in a group environment to stimulate inspiration and original concept. The various departments of an advertising agency carry out these activities on behalf of their client against remuneration called fees. They conduct market research, consumer research, product research etc. They advise the manufacturer on product design or package design, pricing of product channels of distribution. Besides, they advise on the market condition from time to time. Advertising agency conduct the production activities of visualization, layout, illustration, headlines, copy etc. They also help in the selection of proper media and the frequency at which the advertisement should be presented. Thus, the advertising agency relieves the burden of the trader or manufacturer of the responsibility of advertising, production and distribution.

### ITQ

#### Question

..... is responsible for the development of the message, both print and broadcast media.

- A. Client's services department
- B. Media department
- C. Administrative and finance department
- D. Creative department

#### Feedback

The correct option is D.

The creative department is responsible for the development of the message, both print and broadcast media.

## Study Session Summary



### Summary

In this study session, we were able to discuss the structure of a typical advert agency and the functions of each department or section of the agency.

## Assessment



### Assessment

#### SAQ 14.1 (tests Learning Outcome 14.1)

Study the table below carefully. Fill the empty columns appropriately from the options below:

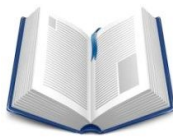
- A) Clients' services department B) Account and planning department C)

Creative department

D) Media department E) Administrative and finance department

|    |  |   |
|----|--|---|
| 1. |  | They make all the decisions on what media to use, when and how often that medium or those media will be used. |
| 2. |  | A highly pressurized job demanding superlative communication and diplomatic skills.                           |
| 3. |  | They determine how much the client is to be charged.  |
| 4. |  | The engine-room of the advertising agency.  |
| 5. |  | The front office of the agency.   |

## Bibliography



Reading

Molokwu, B. (2000). Principles of Advertising. Lagos: Advertising Practitioners Council of Nigeria (APCON)

Bhatia, T.K. (2000). Advertising in Rural India: Language, Marketing Communication and Consumerism. Tokyo: Tokyo University of Foreign Studies

Strouse, M.G. (2000). Advertising: An Introduction. London: New Print Books

Bovee, L. and Arens, W. (1992). Contemporary Advertising. Chicago: Irwin

Jefkins, J. (1998). Advertising. New York: McGraw Hill

White, R. (2000). Advertising. Cambridge, UK: Pearson

## Study Session 15

# Role of Advertising in Marketing Mix and the Society

## Introduction

If you actually supported critics of advertising, then you would think advertising does not contribute anything to the society. Above sentiments, advertising contributes to the marketing mix and the society in general. We will therefore highlight these contributions in the course of this study session. We will also discuss marketing mix and the function of advertising therein.

## Learning Outcomes



Outcomes

When you have studied this session, you should be able to:

- 15.1 *explain* the roles of advertising in the marketing mix
- 15.2 *highlight* the contributions of advertising to the society.
- 15.3 *state* the approaches of building a brand

## Terminology

**Marketing mix**

the set of actions, or tactics, that a company uses to promote its brand or product in the market.

## 15.1 Marketing Mix and Advertisement

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

Figure 15.1 Marketing Mix



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:

### 15.1.1 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.

### 15.1.2 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.

**ITQ****Question**

The ..... is the exchange value of the product.

- A. Price
- B. Commision
- C. Profit
- D. Advertising bill

**Feedback**

The correct answer is A.

The price is the exchange value of the product.

### 15.1.3 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.

### 15.1.4 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.

### 15.1.5 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.

### 15.1.6 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.



### 15.1.7 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.

#### ITQ

##### Question

..... consists of advertising, publicity, personal selling and sales promotion technique.

- A. Marketing
- B. Promotion
- C. Positioning
- D. Packaging

##### Feedback

The correct answer is B.

Promotion consists of advertising, publicity, personal selling and sales promotion technique.

## 15.2 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.

### 15.2.1 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. .

### 15.2.2 Reflect Cultural Trends

Advertising bridges the gap among people by communicating varied culture through advertising message. It bring variation in the social life

### 15.2.3 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.

### **15.2.4 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.

### **15.2.5 Advertising and Brand building**

Brands are the identification that differentiates one business from another (through name, symbol etc.). However, today brands can also be defined as the personality they reflect to people in relation to status, emotional characteristics and subjective quality. They give the consumers a perceived knowledge of the product, its quality and uniqueness before they buy it. Brands Ensure delivery of service as promised by them.

For example, Pizza Company A claims to deliver pizza within a certain time and Pizza company B claims to deliver most delicious Pizzas. It makes easy for the consumers to identify what they want and which brand to choose for it. It is important for a brand to accomplish the claim advertised to retain Brand Image.

Advertising is one of the key elements in building a brand, which is equally important to the marketer and consumers. Brand personality acts as a potent brand differentiator and offers sustainable competitive advantage. Advertising by creating or reinforcing brand's personality enhances brand value or equity which in turn can be leveraged through brand extension. Brand personality also helps brands to gain market share, command price premium and insulates from discounting Brands.

Lexus is known for luxury, or Apple is known for innovation. Therefore, in consumers' minds, a brand is more than just a recognizable name: it is a promise that needs to be met on a regular basis. Advertising is important for building brand awareness. By raising consumer interest and making consumers awareness of their products and services, firms not only expand their customer base, but they also keep their loyal customers and increase their market share. In other words, the more aware consumers are of a brand, the more likely they are to buy from a particular business.

## **15.3 Approaches in Brand Building**

To make brand distinctive, brand building can be done through repetitive advertising. Also by highlighting unique selling proposition one can distinguish brand from one another.

### **15.3.1 Constant Innovation**

Consumers need continuous innovation and new products. It is not always a new product even an improvement on the existing product is

acceptable to the consumers. Through intensive advertising such brands are built which is time consuming.

### 15.3.2 Domination of Brand

Brand building largely depends on the domination it creates on the competitors. Domination can take place either in national market or in niche market.

### 15.3.3 Prompt Availability

Prompt delivery of the product is one of the factors that ensure brand building. This is possible if there is proper coordination between the finance, production, and marketing department.

### 15.3.4 Integration of New and Old Media

Consumers have ever-changing demand. Due to availability of various media options the seller can push the product in the market by blending multiple media options. Thus advertising messages are flashed to consumers through media mix.

#### ITQ

##### Question

..... is possible if there is proper coordination between the finance, production, and marketing department.

- A. Brand domination
- B. Prompt availability of the product
- C. Constant innovation
- D. Integration of new and old media.

##### Feedback

The correct answer is B.

Prompt availability of the product is possible if there is proper coordination between the finance, production, and marketing department.

## Study Session Summary



### Summary

In this Study Session, we have successfully presented the contributions of advertising to the marketing and the general society in this study session.

---

## Assessment



### Assessment

#### SAQ 15.1 (tests Learning Outcome 15.1)

Describe the role of advertising as a medium of information and education.

#### SAQ 15.2 (tests Learning Outcome 15.2)

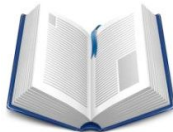
Briefly describe the role of advertising in the society.

#### SAQ 15.3 (tests Learning Outcome 15.3)

Briefly outline the approaches used to distinguish a brand.

---

## Bibliography



### Reading

Vandeh Bergh, G.B. and Katz, H. (1999). Advertising Principles, Choice, Challenge, Change. Lincolnwood, IL: NTC Business Books

Felton, G. (1994). Advertising Concept and Copy. Englewood Cliffs, NJ: Prentice-Hall

Kilbourne, J. (1999). Can't Buy My Love; How Advertising Changes the Way We Think and Feel. New York: Touch Stone

Onyeyili-Onouorah, J.E. (2005). Advertising and Society. Lagos: Raindrops Limited

William, W., Sandra, M., John, B. (2007). "Advertising Principles and Practices, 7th Edition. India: Dorling Kindersley, Pvt. Ltd.

## Notes on Self Assessment Questions

### SAQ 1.1

1. C
2. D
3. A
4. B

### SAQ 1.2

The objectives of advertising include:

- a) To identify products and differentiate them from others
- b) To communicate and inform people about new products
- c) To induce consumers to try new products and to suggest re-use
- d) To stimulate the distribution of a new product
- e) To build brand loyalty

### SAQ 2.1

1. Communication: Advertising is means of mass communication reaching the masses.
2. Information: Advertising informs the buyers about the benefits they would get when they purchase a particular product.
3. Persuasion: 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. 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. Advertising has an identified Sponsor: A sponsor may be an individual or a firm who pays for the advertisement.
7. Advertising facilitates consumer choice.
8. Advertising is an art, science and profession.
9. Element of promoting mix.
10. Element of Creativity.

### SAQ 2.2

Advertising is really important to the consumer as it provides information. It makes consumers to know more about the product. It helps consumers to differentiate products and pick the best. Advertising message about the uses 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.

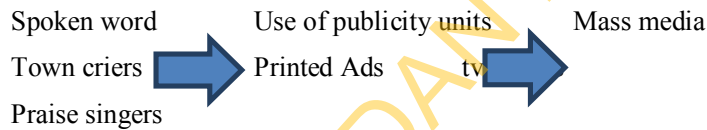
**SAQ 2.3**

Some of the criticism levelled against advertisement include:

1. Advertising is brash, materialistic, alluring and irresponsible.
2. Advertising debases our language.
3. It presents a totally fictitious view of life
4. It is destructive especially among low income earners- you feel dissatisfied about your life.
5. Product information is often misleading
6. It creates unneeded purchases
7. It is manipulative.
8. It affects our lifestyle and value system.
9. Advertising influences our culture negatively

**SAQ 3.1**

1.



**Flow chart of the evolution of Advertising in Nigeria**

**SAQ 3.2**

1. B
2. D
3. A
4. C

**SAQ 4.1**

Consumer advertising is the everyday form of advertising. It is directed at end-users of products. The objective is to create a desire for a product or service while Business advertising is a specialised form of advertising, which could be targeted at either industrial users, trade middlemen or professionals.

**SAQ 4.2**

Everybody or organisation is interested in using television, leading to stiff competition i.e more tv adverts, less airtime for each adverts. This creates a clutter and in turn diminishes the chances that an advert will be seen and remembered by consumers.

**SAQ 5.1**

Billboard advertising is best used as a reminder medium. Explain.

Billboard advertising is best used as a reminder medium since people see it every-time in traffic as they leave their homes and it reaches many people daily. Also, it allows for frequent and repeated exposure to the advert. Billboard advertising cannot be used to launch a product as it cannot tell stories. Also, its high need for good feasibility requires a maximum word number of 9, which is not ideal for its use as a primary medium of an advertising campaign.

#### **SAQ 5.2**

Ziping and Sapping involves the deliberate avoidance of commercials either switching it off or by fast forwarding through it.

The target audiences are flowing-out or neglecting the adverts on the internets. There are so many advertising messages competing for the viewers' attention at the same time on the internet, the use of ad blocker has become very rampant. This programs prevent advert pop ups while using the internet. This in turn diminishes the chances that an advert will be seen and remembered by consumers.

#### **SAQ 5.3**

Some of the disadvantages of newspaper advertisement are:

1. The cover price/cost per copy is high. This may prevent some middle and low-income earners from buying, reading and eventually seeing the adverts.
2. The advertising message may not be given attention because many readers only skim-through pages of newspapers.
3. As soon as many readers finish reading the news, they dump the newspaper. Worse still, some do not even read but dump forever even if they buy. Therefore, the message has a short life span.
4. Quality of the message may be lost during the production process in the newspaper industry.

#### **SAQ 5.4**

The cinema has long been a mainstay of the advertising industry in many parts of the world. Here, there is an issue of audience resistance because the cinema audience is more interested in the feature presentation.

#### **SAQ 6.1**

1. B
2. D
3. C
4. E
5. A

### SAQ 7.1

Corporate Image advertising is designed or aimed to create a proper attitude towards the seller and to build goodwill or image for the advertiser (manufacturing concern or the selling concern) rather than to sell a specific product or service while Public relations advertising is aimed to create a favourable image of the company (advertiser) among employees, investors or general public. Its main objective is to establish cordial and healthy relations with the customers, bankers, suppliers, government, patrons and the general public.

### SAQ 8.1

A target market is the consumers in which a company wants to sell its products and services to while the target audience is the consumers in which the advertisement is intended for. In most cases, they are usually the same set of consumers.

### SAQ 9.1

1. Physical sense appeal
2. Emotional appeal

### SAQ 10.1

The elements of a copy in the picture shown include:

The headline: Best of Both Worlds

The sub headline (underlines in this case): Together, Pepsi and KFC share a partnership that whets your appetite and quenches your thirst. Today, Pepsi felicitates with KFC as they open their 3rd restaurant @ Ligali Ayorinde, Victoria Island, Lagos.

Slogan: it's finger lickin' good (KFC) and Dare for more (Pepsi)

Illustration: The Pepsi bottle with a KFC label.

Logos: the KFC and Pepsi logos

### SAQ 11.1

A good advert message should be distinctive, few, concise, clear and simple.

### SAQ 12.1

The functions of an advertising agency include the following:

1. The advert agency studies a product, its strength, weaknesses, present and potential markets and formulates a plan to expose the advertiser's message to consumers, wholesalers, dealers and contractors.



2. The agency writes, designs and produces commercials or jingles on behalf of its clients.
3. The agency examines all appropriate methods of distribution and sales and investigates the appropriate media for the message.
4. The agency buys space and time, checks that the adverts run and bills the clients for services and the media used.
5. It works closely with the advertiser to be sure that the campaign is coordinated with sales and other marketing activities.
6. It tests and conducts research prior to the campaign, during and after the campaign to gauge the success of its creative efforts.
7. Agencies supervise and sometime carry-out market research.
8. They generate and carry-out below-the-line promotional ideas for their clients.
9. They ensure that the adverts arrived the designated media in the technically correct state for re production and or transmission.
10. They ensure that the adverts arrive the media on time so as to run as planned.

Any FOUR will do

**SAQ 12.2**

1. B
2. D
3. C
4. E
5. A

**SAQ 13.1**

Advertising agencies lose clients because of:

1. Poor performance or service
2. Poor communication
3. Unrealistic demands by the clients
4. Personality conflicts (agency versus clients)
5. Personnel changes
6. Changes in policies
7. Declining sales
8. Conflicting compensation philosophy

Any THREE will do.

Advertising agencies get their clients from:

1. Referrals
2. Reputation
3. Presentation

**SAQ 14.1**

1. D
2. B
3. E
4. C
5. A

**SAQ 15.1**

Advertising is an important tool of information and education as it helps to inform buyers about the various aspects of the product. These aspects include: the physical elements of the product, its pricing, place of manufacturing and distribution.

**SAQ 15.2**

Advertising plays a massive role in the society. Advertising is everywhere, it has become an integral part of every day's life, and even this textbook has been some sort of advertising for advert agencies. The roles advertising plays in the society includes:

1. Encouraging people to purchase goods and services
2. It serves as a medium for communicating varied culture, thereby bridging the gap among people.
3. It encourages economic activities, thereby contributing the all-round development of the economy.
4. Increased economic growth would result in increased standard of living and also serve as a mean of employment.
5. It helps create brands.

**SAQ 15.3**

Brands can be distinguished using

1. Constant innovation: an improvement on the existing product is acceptable to the consumers and can be better than introducing a new product.
2. Brand domination: Brand building largely depends on the domination is creates on the competitors. Domination can take place either in national market or in niche market.
3. Prompt delivery of the product
4. Integration of new and old media

## References

- Molokwu, B. (2000). Principles of Advertising. Lagos: Advertising Practitioners Council of Nigeria (APCON)
- Bhatia, T.K. (2000). Advertising in Rural India: Language, Marketing Communication and Consumerism. Tokyo: Tokyo University of Foreign Studies
- Strouse, M.G. (2000). Advertising: An Introduction. London: New Print Books
- Bovee, L. and Arens, W. (1992). Contemporary Advertising. Chicago: Irwin
- Jefkins, J. (1998). Advertising. New York: McGraw Hill
- White, R. (2000). Advertising. Cambridge, UK: Pearson
- Arens, F.W. (2006). Contemporary Advertising. Tenth Edition. Boston: McGraw-Hill
- Wells, W., Moriarty, S. and Burnett, J. (2007). Advertising Principles and Practice. Seventh Edition. New Delhi: Prentice-Hall
- Vandeh Bergh, G.B. and Katz, H. (1999). Advertising Principles, Choice, Challenge, Change. Lincolnwood, IL: NTC Business Books
- Felton, G. (1994). Advertising Concept and Copy. Englewood Cliffs, NJ: Prentice-Hall
- Kilbourne, J. (1999). Can't Buy My Love; How Advertising Changes the Way We Think and Feel. New York: Touch Stone
- Onyeyili-Onouorah, J.E. (2005). Advertising and Society. Lagos: Raindrops Limited
- William, W., Sandra, M., John, B. (2007). "Advertising Principles and Practices, 7th Edition. India: Dorling Kindersley, Pvt. Ltd.
- Belch & Belch (2001) Advertising & Promotion; 5th edition; Tata: McGraw Hill
- Stan Le Roy Wilson (1994). Mass Media/Mass Culture; McGraw Hill