

**II YEAR – III SEMESTER  
COURSE CODE: 7BBAA3**

**ALLIED COURSE - III -ADVERTISING AND SALES PROMOTION**

**Unit I**

Advertisement- Meaning, definition, importance, objectives – media, forms of media – press, Newspaper, trade journal, Magazines - outdoor advertising-poster, banners, neon signs, publicity literature booklets, folders, house organs - direct mail advertising - cinema and theatre programme - radio and television advertising – exhibition, trade fair, transportation advertising.

**Unit II**

Advertising agencies - Advertising Budget - Advertising Appeals - Social Effects of Advertising - Advertisement Copy - Objectives-Essentials - Types-Elements of Copy Writing: Headlines, Body Copy - Illustration-Catch Phrases and Slogans-Identification Marks.

**Unit III**

Advertising layout- functions-design of layout-typographic printing: process-lithography- printing Plates and reproduction paper, and cloth - size of advertising-repeat advertising-advertising Campaign- steps in campaign planning.

**Unit IV**

Sales force Management- Importance -sales force decision –sales force size-recruitment & selection-training-methods-motivating salesmen, Controlling - compensation & incentives-fixing sales territories, quota – Evaluation - Personal selling-Objectives - Salesmanship-Process of personal selling-types of salesman.

**Unit V**

Sales promotion: Meaning-methods-promotional strategy-marketing communication and persuasion-promotional instruments: techniques of sale promotion-consumer and dealer promotion. After sales service-packing – guarantee

**Books for Reference:**

1. Advertising and Sales Management : SontakkiC.N.
2. Salesmanship and advertising : Davar S.K.
3. Advertising Management–Sherslekar,Victor&Nirmala Prasad
4. Foundations of Advertising – Theory & Practice – S.A.Chunawala
5. Promotion Management - S.A. Chunawalla



# Advertising and Sales Promotion.

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## Unit - I

### Advertising Media:-

The word 'Media' is the plural form of the word 'Medium' which is a channel for passing advertising information to the customer. In other words, 'Advertising Media' is the vehicle used to carry the advertising message from the sender to intended receiver. Since advertising is a means of mass communication, it requires mass media, which enable the advertiser to get in touch with a large number of people at a time. The basic objective of media is to place the advertising message before the prospective buyers.

## Direct and Indirect Advertising

If a message is to be communicated to specific persons, then the type of advertising chosen is direct. The advertiser may write letters to consumers directly persuading them to buy his product or service. This type of advertising is called direct advertising.

On the other hand, indirect advertising is meant for people at large, it is not meant for any specific person. Advertising made through indirect media can be heard and seen by anybody.

## Indoor and Outdoor Advertising

The media which are available to the modern advertisers are really

numerous. However, for the sake of convenience, advertising can be broadly classified as (i) Indoor and (ii) Outdoor advertising. One can sit indoors and read newspaper, Magazines, Journals, listen to radio, see television and films. These media are called indoor advertising.

On the other hand, Outdoor advertising are displayed outdoors. The advertising are so located as to catch the eye of the passers by immediately. Examples of outdoor advertising are posters, hoardings, wall paintings, bulletins, advertisements on moving vehicles, neon signs, sky writing, etc.

Indoor, Outdoor, Direct and Display

Media :-

They are - indoor, outdoor, direct and display.

# Advertising Media: -

## Indoor

1. Press
  - \* News paper
  - \* Magazine
2. Radio
3. T.V
  - \* Cable T.V
4. Cinema
5. Video

## Outdoor

1. Posters
2. Painted displays
  - Show cases
3. Travelling Displays
4. Neon Signs
  - Electric signs
5. Sky - Writing
6. Sandwichmen

## Display

1. Display
  - \* Windows
  - \* Counter
2. Show room
3. Exhibitions
  - and Trade Fairs

## Direct

1. Envelope enclosures
  - and post cards
2. Broad Sides
3. Booklet and catalogues
4. Sales Letters
5. Gift novelties
6. Samples.

# Planning and Operations of Advertising Media

Selection of the right factors media is very crucial to success in advertising though equally important factors are the message, the timing the place and the target group. Four aspects that determine the most effective media for informing the public about products are - Media planning, selection, strategy and research.

## Media planning :-

'Media planning' includes all decisions regarding the time and place of advertising. In addition to the selection of the media. A 'media plan' thus outlines how advertising time and space in various media will be used to achieve the marketing objectives of the company through advertising. Media planning involves not only 'media selection' but also the drawing of an advertising.

Schedule (the frequency of appearance).  
Generally, single insertion in a single medium is, quite rare for consumer products.

### Media Selection: -

'Media selection' refers to the selection of a specific vehicle or a combination of vehicles, or more broadly the selection of a specific medium or a combination of media (media mix). Thus, for the launch of a new detergent - it may be introduced by cinema advertising and also on television, with the press and outdoor media being selected as 'reminder' media.

### Media Strategy: -

'Media Strategy' is a part of the marketing strategy; hence the 'media plan' is part of the overall market plan, and media selection is the final stage in the process of the promotion of a product through advertising.

## Media Research:-

'Media Research' involves the collection of data about the various advertising media, surveying consumers on their media preferences, and carrying out primary and secondary research on effectiveness of each medium for selling different types of products. A few advertising agencies or advertising departments in India have 'media research departments'. They are responsible for drawing media plans and strategies.

## Media Planning:-

Media planning has assumed importance during the last decade or so because of the phenomenal growth of the media and inflation of media costs, and the need for 'scientific' decisions on the selection of media. In earlier times, media decisions were largely based on 'hunches' or on media or vehicles that gave advertising agencies

and advertisers and good service.

Media planners, therefore, have to address the following key areas: -

1. What are the media available that will serve 'advertisers' interests in the most effective manner?
2. Which individual medium in each general category of media selected will be the best vehicle for a client's total advertising?
3. What would be the most effective 'media mix' for the client's total advertising?
4. What would be the most effective media schedule for the release of client's advertisements in each of these media?

First Step in the Media plan: -

Target Market Study: -

The first step in media planning is the gathering of useful data about the target market or audience to be reached by advertising. All possible data regarding the interest attitude, socio-economic status,

age group, male-female composition, profession, religious belief, language, cultural background will have to be collected. Much of this data one had from consumer research organization like the Indian Council of Applied Economic Research. The kind of data needed about the target audience could be classified into the following:-

1. Demographic data, i.e., population details regarding age, sex, income, religion, mother tongue, etc.,
2. Psychographic data, i.e., psychographic data about the styles of various segments of the population, their varied culture and better beliefs and tastes.
3. Consumer Profile, i.e., the tastes and preference of the target audience with reference to different products, and in particular to the specific product or brand that is to be advertised.
4. Media Profile - the media habits and preferences of the target audience.

Second Step in the Media plan: -

### Deciding the Advertisement Message

The second step is to decide upon the nature of the message to be advertised. The message (both copy and visual) will be determined by analysing the consumer profile and media profile of the target group.

### Third Step: - Media and Target Group

The third step is to search for the ideal match between the target groups various profiles and the appropriate media. The young college student of our earlier example does not spend much time with television except on weekends.

### Fourth Step: - Media Selection

The fourth step in media planning is deciding the media vehicle, the reach, the frequency, and size of the advertising campaign. The 'media vehicle' is the individual newspaper or magazine or radio programme TV serial or video film to be used for exposing the advertisement.

## Fifth Step :- The Media Schedule

The final step in media planning is drawing up the 'media schedule'. The schedule shows the number of advertisements that are to appear in each vehicle of each medium, the size of the advertisement and the dates on which each will appear in which vehicle.

## Indoor Media

Indoor advertising means the use of those vehicles by the advertisers that carry the message right into the house or indoors of the audience. These vehicles are newspapers, magazines, radio, television film and video.

## Press Media - News paper Advertising

It is almost impossible to imagine a life without newspaper. Newspapers give news, views, ideas, interpretations, opinions, comments and explanations covering social, economic, political, educational, moral, cultural, ecological and legal aspects.

## Classification of Newspapers:-

Newspapers are classified on the basis of coverage, frequency and language. Their geographical coverage makes them a national or regional or a local newspaper. The national newspapers are - Times of India, The Hindu, Indian Express, Economic Times, Hindustan Times Bangalore newspapers are published in one state such as Daccan Herald in state.

Examples of regional newspapers in Tamil Nadu are - Dhinamalar, Dhinam Thanthi etc., Local newspapers are the ones that are published and circulated within a city/town.

## Merits of Newspapers Media:-

1. Wide Coverage:- Newspapers serve local, regional and national markets. They reach people of all age groups and all income levels, both in cities and rural areas.

2. Quick response:- Newspaper are the carriers of current news. People read them

to find out the various developments that take place daily. Newspaper advertisements have a sense of urgency. The public response to the advertisements is immediate as it reaches them while they are fresh and are in a receptive mood.

### 3. It is regular and frequent:-

For those manufacturers who are more particular about the frequency and regularity of their message, there is nothing like newspaper advertising.

### 4. Flexibility:-

Advertisements can be inserted or changed practically over-night. Retail advertiser's often make last minute changes in their newspaper advertisements to take full advantage of newly arrived products, last minute concessions to boost the sales. Hence, flexibility is an unique aspect in newspaper advertising.

### 5. It is economical:-

Newspaper advertising, in view of the extent of coverage in terms of

Circulation has one of the lowest cost per reader.

Demerits of Newspaper Advertising:-

1. It has Shortest life:-

Newspapers have the shortest life.

It has been estimated that the effective life of a newspaper for an individual is about 15 to 20 minutes. None bothers to refer back the newspapers which becomes stale.

2. It lacks quality reproduction:-

The paper in which newspapers are printed are of low quality, compared to magazines. Hence, the advertisements may not be very appealing, which is an essential factor for any advertisement.

3. Limited Readership:-

As illiterate people cannot read the newspapers, the reach of the advertisement is confined only to the educated persons. Hence, this factor could pose a problem in rural India.

#### 4. Element of uncertainty:-

As many readers 'rush' through their newspapers hurriedly, they may fail to see the advertisements totally. So, the number of people who may miss out the advertisement is more in newspapers.

#### Press Media - Magazine advertising:-

Magazines are one of the oldest media used by the advertisers. Magazines are the periodicals published weekly, fortnightly, monthly, quarterly and annually.

#### Classification of Magazines:-

Magazines can be classified in two ways as special and general. The examples of the special of the Magazines are Filmfare, Star and Style, Star-Dust, Femina, Eve's weekly, Health Care, Architect, Dentist, Executive, Individual Times and Business India. They cater to the needs of specialized people. Eve's weekly catering to the needs of women, give information on cooking, home

decoration, child care, entertainment, gardening etc.,

Women's magazines cater to the needs of women - both career-oriented and housewives. Products on food products, cosmetics, beauty-aids, household appliances, apparels, house furnishings are advertised in women's magazines.

Business magazines cater to trade, industrial and professional magazines, are specially means for circulation among businessmen, industrialists, and professionals.

Merits of Magazines Media:-

1. It has longer life:-

A magazine has a longer life when compared to newspaper. From the advertiser's point of view, magazine provides enough time for the prospects to ponder over an advertisement.

## 2. Better Quality :-

Due to the high quality paper and superior printing technology, magazines offers advertisers quality printing, excellent picture reproduction and true to life colour image.

## 3. Selectivity :-

People with specific interests buy magazines that serve their interests. Invariably, Magazines covers a variety of topics, thus something to every reader. Hence, an advertiser can reach any market segment in terms of different demographic variables like age, sex, income, occupation, education level, etc.,

## 4. Affluent Readers :-

Generally, majority of the people who buy magazines hail from middle class, and affluent families. Hence, an advertiser can feel happy with the fact that his target audience has the 'purchasing' power and the advertiser is assured of a good return.

## Demerits of Magazines Media: -

### 1. Limited readership: -

While it is a habit of most of the educated people to read a newspaper, the same is not the case with magazines, which is not as widely read. Hence, the readership in magazines is rather limited.

2. Price: - Magazines are costlier when compared with price of newspapers. Therefore not many buy them.

### Restricted frequency: -

Magazines are published weekly, fortnightly and monthly etc., unlike newspapers.

## Electronic Media Advertising - Radio: -

Radio advertising can be aptly called 'word of mouth' advertising. It is a different medium that attracts us through sound.

## Types of Radio Advertisements:-

There are five major types of radio advertising, namely, straight commercials, dialogue commercials, dramatised commercials, integrated commercials, and musical commercials.

## Merits of Radio Advertising:-

- \* The advertiser can broadcast any number of commercials at time slots he feels as the most appropriate.
- \* Listening to radio is still popular, especially in rural India where not all households own television. Hence, it has wider coverage.
- \* Radio advertising is understood even by illiterate persons.
- \* Advertisements are presented as a story or as a song to make them more interesting.

## Demerits of Radio Media:-

- \* In the absence of visuals the impact of radio advertising is only limited.
- \* Radio advertising fails to reach the listener if the listener was not concentrating of the time of the brief advertisement.
- \* It is not suitable to products which require a demonstration while advertising.

## Television Media:-

Television made its entry in 1950 in America and the its impact was so deep that within a decade it spread over all European Countries, besides Canada, Australia and Japan. In India, it was first Commissioned in 1939 on an experimental basis and Commercial Telecasting started only in 1976.

## Types of Television Advertising: -

Broadly, there are two types of advertising namely, "Sponsored Programmes" and "announcements". "Programme" or "Sponsored Programme" is a type of telecast where a story, play, a film is sponsored by the advertiser who pays for the time.

## Cinema Media: -

Cinema or film advertising is yet another medium of publicity characterised by sound, motion, colours, vision and time liness on a large silver screen. This audio-visual medium has a wide range starting from ordinary slide presentation to the film screening.

## Merits of cinema Media: -

1. Deep impact: - Screen advertising has a deep impact on the viewers because of large screen size and the fine picture

Presented to the viewers combined with sound, colour, motion and vision.

### 2. Mass publicity: -

A cinema hall offers this unique speciality. Today, a capacity of a theatre ranges between 1000 and 3000 persons per show.

### 3. Versatility: -

Film advertising cuts across the barrier of literacy and language and reaches the audience and make them spell-bound.

### Demerits of Cinema Media.

1. It is Costlier: - Screen advertising is a costly affair.

2. Problem of Indifference: -

The cinema audience is basically interested in features film than advertisements.

## Outdoor Media Advertising:-

Outdoor advertising has been carried on for ages. The advertising tariff for outdoor media depends on the strategic location and the media vehicle.

Outdoor advertising media vehicles are posters, painted displays, electric signs, advertising displays, sky writing, etc.,

### Characteristics of outdoor media:-

Geographically, the outdoor media are highly selective. A specific message may be suitable only for a specific location.

#### 1. Posters:-

A poster is a sheet of paper pasted on a wooden or card or metal board featuring the advertisement. Poster is the single largest form of outdoor media.

Vehicle accounting for 75% of this medium.

## 2. Painted Displays:-

★ Painted displays are the painted bulletins and wall paintings.

★ The strength of painted displays lies in the attractive display of sales message durability and flexibility.

## 3. Electric Neon signs:-

Electric neon signs are more popularly known as spectaculars, special are non-standardised large and permanent signs that make use of elaborate lighting.

## 4. Travelling Displays:-

Travelling displays refer to the transportation advertising. It stands

For all types of advertising signs and display used in trains, trams, buses, cars, autos, and such other vehicles and the terminal station displays from when these vehicles operate.

### 5. Aerial Advertising: -

It is a medium which exploits elements of drama and surprise, involving curiosity.

### 6. Sandwichmen: -

This has been the oldest and funniest medium of outdoor advertising.

Trade Shows - Exhibitions and

### Trade Fairs: -

Through people do use these two terms namely 'exhibitions and Trade Fairs' interchangeably, there is a difference between two.

## Guidelines for Exhibitors -

1. An exhibitor should never enter an exhibition - no matter how inexpensive it appears to be - unless it fulfills some clearly defined marketing objective.
2. Company prestige alone is never a sufficient reason for taking part in exhibitions.
3. An exhibition should not be looked upon as an opportunity for senior members of the company to enjoy a break from routine office work.

## Unit - II

### Advertising Agencies:-

Advertising agencies are professional organizations, that create advertisements and advertise them through appropriate media. They offer specialised knowledge skill and experience that are required to produce an effective advertising campaign.

### Role of Advertising Agency:-

\* An advertising agency performs all the necessary functions on behalf of the customer or advertiser. So, if an advertising agency is engaged, the advertiser must cooperate with it fully to achieve the desired results.

\* An advertising agency charges remuneration, for the services either on the basis of commission fixed beforehand or a fixed percentage of the media bill.

\* An advertising agency may be a in house agency that performs a full range of advertising services.

\* Some advertising agencies that do not offer full range of services, employ specialists to do a particular skilled work.

### Importance of Advertising Agency:-

Even if a company has an efficient advertising department on its own, there are several reasons in favour of use of these agencies. They are:-

1. A company cannot have all types of specialists such as copywriters artists, design staff, market research experts, etc.,
2. An advertising agency can take an unbiased or objective view of any advertising problem. The agency can see the product,

its merits and demerits through the 'eyes' of the buyers.

3. A rich experience of an advertising agency, gained dealing with many products and clients could be fully utilised by the advertisers.

4. If services offered by an advertising agency are poor or unsatisfactory, it can be easily terminated by the company.

5. Finally, the agency is paid by the media owner. The advertiser pays nothing for the use of an agency while buying advertising space.

Types of Advertising Agency - on the basis of Organizational Structure:-

★ On the basis of organizational structure, two types of advertising agency can be noticed. They are -

1. Departmental type advertising agency and.

2. Group type advertising agency.

1. Departmental Advertising Agency:-

This type of Organisation is based on the principle of having a separate department for each major advertising function. Even function will be performed under different departmental heads.

2. Group Advertising Agency:-

In this type of organization, generally, an accounting executive, a copy writer, and layout artist form as a team.

The idea is to make a team of trained individuals for specialised clients. The team also uses the services of the other units like media research, mechanical production, accounting etc.,

## Functions of Advertising Agencies:-

The objective of an advertising agency is to see that its client's advertisements leads to greater profits in the long run. Therefore, an advertising agency needs to perform several functions towards achieving this objective.

Generally, bigger agencies perform varied services than medium and small size agencies. The functions are listed and explained below.

### 1. Advertising plan:-

Advertising agency either prepares or helps in preparing advertising plans and programmes for its clients. In performing this functions, the agency should have full information about the products.

- (a) the product's positive aspects,
  - (b) past record,
  - (c) its position in the competitive market,
- and

(d) Competitor's negative aspects, strengths, and weaknesses.

## 2. Creation and Execution: -

An advertising plan, prepared by the advertising agency will be sent to the advertiser for approval. Once approved, its execution is normally assigned to the agency. The agency enters into contracts with the client and sends them to the advertiser for approval. Copy will be written, layouts are made, illustrations are drawn or photographed, commercials are produced, advertising messages are prepared.

## 3. Co-ordination: -

Co-ordination is another important function of an advertising agency. A goal of the advertising programme must be to assist the efforts of sales persons, distributors and retailers to maximise sales for the client.

#### 4. Research:-

Research may enable them to make stronger presentation to their clients. It may help the copy and art personnel, to create better advertisements for their clients.

#### 5. Mechanical Production:-

The function of this department is to transfer copy, illustrations and layout into a satisfactory printed advertisements.

#### 6. Traffic:-

In an advertising agency, the term traffic refers to scheduling and control. This department sets up a work schedule and a routing sequence for each advertisement, and then supervises its progress through various stages in the agency.

#### 7. Accounting:-

The common assignments of the accounting department of an agency include-

#### 4. Research:-

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#### 7. Accounting:-

The common assignments of the accounting department of an agency include-

to check the appearance of advertisements in media, to check media invoices against release orders, to pay media bills, to bill clients and collect from them, to look after such matters as records, book-keeping, and other office routines.

### 8. Public Relations:-

The fundamental objective of this department is to build and maintain goodwill with the cross sections of public. The main job of this department is to build stronger relations with clients and the various sections of the public - Customers, employees, middlemen and Share holders.

### Advertising Agencies in India:-

The significant growth in advertising industry and the expansions of media particularly television in India, has led to the growth of advertising agencies also.

Many advertising agencies are now in a position to offer a total package of services to their clients. Such as media planning, execution of advertisements campaigns, production, pre-testing including evaluation, means, media research; and consumer research.

The following are the leading advertising agencies in India.

S.No. Name of the advertising Agency.

1. Hindustan Thompson Associates Ltd, Mumbai.
2. Rediffusion Advertising Pvt Ltd. Mumbai,
3. Everest Advertising Services Ltd, Kolkata.
4. Contract Advertising (India) Ltd, Mumbai.
5. Trikaya Grey Advertising (India) Ltd, Mumbai.
6. MAA Communications Pvt. Ltd.

## Advertisement Budget:-

Modern management aims at forecasting and planning all its operations in advance. For this purpose, a technique called 'Budget' is used. Everyone is familiar with the term 'budget' as it is essential in every walk of life - national domestic and business.

### Some Observation about budgeting:-

The following rules may be observed while determining the appropriation amount.

- \* Advertising expenditure should be budgeted realistically. It should be flexible to meet unforeseen contingencies.

- \* The fund allocated, the amount should vary with various products, to be advertised.

- \* As far as possible, the amount should be sufficient for the purpose.

- \* The selection of media should be done with care.
- \* Any budgetary control must carefully incorporate the administrative expenses.
- \* The size of the budget must be determined in the light of what the advertiser wants to accomplish by advertising.
- \* An open mind and an experimental attitude are essential to sound budgeting principles.

### Factors Influencing Advertising Budget

#### Appropriation: -

The major factors which influence the advertisement budget are discussed below: -

#### \* Advertising and Profit Maximisation: -

The long term objective of advertising is to increase the firm's net

Profits. In some cases, increased profits are the immediate goal, but in other cases, it may be apparent.

### \* Advertising and Market Opportunities:

Should a firm advertise a particular product? The answer is, "yes, if there is sufficient opportunity for improving the firm's no-profit position." When an advertising opportunity exists, the use of advertising will bring an increase in sales which will cover all the added costs, including advertising costs.

### \* Nature of Demand.

Advertising budget is also influenced by the nature of demand. If advertising is to result in additional net profits, it must produce additional sales volume.

The existence of an expansible demand adds to the chances of success for selective, as well as primary demand advertising.

### \* Amount of Advertising Expenditure:-

The cost of an adequate advertising campaign not only affects the advertising break even calculation but often is a major determinant of whether or not a company should advertise.

1. Determine what burden is to be placed upon consumers' advertising in the selling programme and what burden is to be placed on other selling methods.
2. Decide what media to be used to carry the advertisement message to the prospective buyer.
3. Work out the advertising schedule
4. Estimate the cost of advertisement on the schedule.

## Advertising Copy:

'Copy' is a very wide term which refers to the reading matter that reforms the text of the advertisement, even if the text consists only one word or one hundred words. In other words, the term copy includes words, sentence, paragraphs, sub-heads and headlines and figures and that are found in advertisement.

Characteristic; features of good

### Advertisement Copy:-

A good advertisement copy should possess the following essential qualities to make the advertisements successful and effective.

\* It must make people see it.

ie, it should attract their attention

\* It must make people read it.

ie, people should be informed

\* It must make people understand it.

\* It must make people believe it.

ie, it must impress them.

\* It must make people want the product.

ie, must impel them to act upon the advertisement message.

Format of the Copy:

(1) In the form of a conversation taking place between the doctor and patient, husband and wife, parents and children, user and non-user of the product, sales man and buyer, etc.,

(2) In the form of one or more persons shown in a cartoon in some hilarious situation,

(3) In the form of rhymes or songs.

## Copy writing:

The copy writer must be totally familiar with the marketing goals of the advertiser and specific advertising Objective. Copy writing skill requires Command over language intelligences and Creativity.

Step involved in copy writing:-

Step - I : Abstracting :- Relevant data are obtained from the market and media.

Step - II :- Synthesising :- Elements are blended and combined, ideas and approach accepted, rejected, revised, etc.,

Step - III :- Hypothesising :- Ideas formulated into experimental pattern culminating in a work statement.

Step v: Coalescence:- Here, coalescence means two aspects getting fused into one. Decisions are made to convert ideas into physical expression, i.e., writing.

Step vi: performance: Action is taken in the form of actual writing.

Copy elements:-

- (a) Headlines
- (b) The sub heading
- (c) The body copy
- (d) captions
- (e) The blurb or balloon
- (f) Boxes & panels
- (g) Slogan, logo types and signature

Each of the above elements is discussed below.

## Unit - III

### Advertising layout:-

The layout of an advertisement consists of its overall structure or the way in which the various elements are positioned with regard to one another. Layout is the arrangement which assigns positions to each unit in the advertisement.

### Purpose of layout:-

The layout are equally useful for the advertiser and the advertising agencies. To the advertiser, the layout makes the maximum contribution in the form of securing the attention, comprehension and is aimed at achieving behavioural change in prospects. Advertising agencies prepare layouts to help achieve the

most effective presentation of the clients' message.

Functions of the layout:-

- \* It organises all the elements.
- \* It brings together the copy writer and the Art director.
- \* It enables the advertiser to visualise his future advertisement.
- \* It acts as a guide to the copy specialist.

Essentials of a Good Layout:-

The essentials of a good layout are:-

- (i) The whole picture, presented by the several component parts of the advertisement should give a compact and united meaning. So that a combined effect is achieved.

(ii) The form of layout should produce an impressive effect on the advertising message. This depends upon the harmony and compactness with which the type, styles, illustrations, position of headlines etc., are made.

(iii) The message and matter of the layout should be properly spread within the space available so that one part is not over-crowded with the other part remaining empty.

(iv) If the advertisement is to be coloured, the colour combination should be chosen carefully.

(v) The layout should be simple and attractive, create a pleasant appearance, carry through the message and suggest action.

Steps involved in Preparation of layout:-

Preparation of a layout is a logical progression - from visualisation to a completed arrangement. Layout preparation involves the following steps:-

Step:- I

Thumbnail Sketches:-

Frequently, layout starts with the thumbnail sketches, i.e., elementary drawings.

These small sketches are generally drawn in the experimental stages to show different ways of arranging various elements.

Step - II

The Rough:-

The rough, or visual, evolves from the acceptable thumbnail and although a rough is still somewhat sketches are generally drawn in the experimental stage to show. The purpose of the rough is to convey the idea to the agency personnel.

### Step: III

#### Comprehensive:-

A 'Comprehensive' usually appears on heavy paper or card board and provides further refinement of the rough. The art work is shown approximately in the final form (when a photograph is used, the photograph will be pasted into position).

Headlines are carefully traced or reproduced by the other means.

### Step IV:-

#### Pasteup or Mechanical:-

The pasteup or Mechanical, is actually a step beyond layout, but is so closely allied that it is frequently considered as part of the process. To determine the size for the pasteup, the designer, can refer to the make cards of various newspapers, periodicals, etc.,

## Principles of effective Design and Layout:-

A good design and layout should fulfill the following characteristics:-

**Unity:-** All parts of a layout should unite to make it complete. The unity can be disturbed by an irritating border, too many different and conflicting typefaces, badly distributed colour, disproportionate elements, or 'busy' layouts containing a confusion.

### Variety and Contrast:-

There should be variety and contrast with the type face used or a good use of white space. The advertisement should not be monotonous. Variety can also be introduced by introducing pictures.

### Achieving optical Balance:-

It is essential that an advertisement should be well balanced. A picture

or headline may occupy one-third of the total space and the text copy two-thirds, thus achieving an optical balance. The symmetrical balance falls mid-way to that a design can be divided into equal halves, quarters and so on.

### Even Rhythm (Movement):-

Even though a printed advertisement is static, it is still possible to obtain a sense of movement so that the eye is carried down through the advertisement. A simple device is to indent paragraphs of text (as in a book or newspapers) report so that the eye is led from paragraph to paragraph.

### Harmony:-

There should be no sharp, anything and jerky contrasts, unless done deliberately. Normally, all the elements should

harmonise, helping to create units.

Even Proportion:-

This applies particularly to the type sizes used for different widths of copy, the wider the width the larger the type size, and vice versa.

Elegant Colour:-

visibility depends on the scale of tones and colours, some appearing to recede, others appearing to advance. For example, pale, pastel colours, recede while bold, primary colours advance. Black appears closer to the eye than grey, and red is the most dominant colour.

Emphasis:-

A sentence in upper and lower case lettering could be read easily than the one wholly in capital letters. Yet, emphasis is essential.

Simplicity:-

The typeface, illustrations, etc, should be easily understood and appreciated by the consumers.

Clarity:-

The message, picture and presentation should have clarity. Ambiguity should be avoided.

Use of Space:-

The advertisement space in a newspaper or magazine should be judiciously used. The white space, i.e., blank space, should be left empty to put an accent on the message.

Printing Process:-

While it is not mandatory for the student studying Advertising and Salesmanship to understand the technical

Intricacies of printing process, it is important to have a basic knowledge of them.

### Letter Press: -

In letter press printing, all printing areas must be raised above the surface as dot line or type. The non-raised areas will leave white or un-inked space.

In letter press, since the type is cast from hot metal, the process is often referred to as a hot metal system when compared with other processes which have cold settings on film and tape.

### Lithography: -

This is a very old process, and very popular with German printers. Originally, lithography printing required a large slab of porous stone, and litho stone that came from the Jura mountains in Germany.

## Offset-lithography:-

The expression offset is commonly used for lithography. It means that there are in effect three cylinders in the offset-litho machine. The plate, curved round the plate cylinder with the image in positive form, first prints on to a second blanker cylinder so that the image becomes negative or reversed.

## Photogravure (or) Rotogravure:-

In a sense, gravure is the opposite of letterpress in that the printing surface, is recessed rather than raised. A wedding invitation can be printed this way, if you run your finger over the lettering you can feel the letters coming out slightly raised.

## Flexography:-

It is a rotary web letterpress but one which used flexible rubber plates and rapid drying solvent or water based inks. Flexo inks are brighter than offset inks and they do not rub off on the reader's fingers, which result in very good picture and colour reproduction.

### Steps for Producing Radio Commercials:-

- \* An agency or advertiser appoints a producer.
- \* The producer prepare cost estimates.
- \* If necessary, a rehearsal is held.
- \* The studio tapes music and sound separately.
- \* The producer ensures that the master tape is ready for distribution on tape or cassettes and sent to All Indian Radio Stations.

## Advertising Campaign planning:

The term campaign is a military expression which connotes an organised and carefully planned operation of the armed forces in the war. In advertising, this term is used as an 'organised and carefully planned use of paid publicity for the accomplishment of a definite purpose.

### Definition of Advertising Campaign

Advertising Campaign planning also involves preparing advertising policies which serve as a guide to the actions of subordinates, for the successful advertising objectives. Policies may be general or specific. The responsibility of preparing an advertising policy lies with the top executives under whose guidance marketing or consultation with the marketing advertising and production managers.

## Steps involved Advertising Campaign

### Planning process:-

An advertising campaign is a complex set of interlocking activities that must be integrated. There is a logical sequence in which these activities should be handled in order to create continuity.

The following nine elements or steps are generally considered important in developing an advertising campaign.

- \* Conducting appropriate research or appraisal of an advertising opportunity.
- \* Analysing the market.
- \* Determining the budget and necessary control systems.
- \* Designing the advertisement
- \* Pre-testing the advertisement campaign.

- \* Developing the media plan.
- \* Selecting Sales Promotional effort to support the advertising efforts, and.
- \* Evaluation of the campaign.

### Conducting appropriate research or Appraisal of Advertising Opportunity:

This is the first step in planning a campaign. Before an advertising campaign is planned, the advertiser must determine whether an advertiser has a role to play in a particular marketing situation. Otherwise it would disappoint its sponsor.

The five conditions are:-

- (a) Presence of a favourable primary demand
- (b) Good chance for product differentiation.

(c) Presence of hidden qualities.

(d) A powerful emotional buying motive.

(e) Adequacy of funds.

### Analysing the Market:-

The second step in the planning process is analysing the market. Analysis of market answers two very important questions:-

(i) Where are we now?

(ii) Why are we there?

In this process, the most critical decision is to be define closely the target market for the product. Marketing objectives can be set that can answer the questions. "Where do we want to be?" "Whom do we want to research?" or "what response do we want?"

### Determining Advertising Objectives:-

In absence of objectives,

nothing can be planned. So, Planning of any business activity starts with the setting

of Objectives by the top management or Board Directors. The ultimate advertising Objective is to Increase the share of market of the firm's brand care should be taken to ensure that marketing and advertising Objectives are defined Separately.

The Objectives of a new advertising Campaign should contain the following

- \* The basic message to be delivered.
- \* The audience
- \* The intended effect
- \* The specific criteria for measuring the success of the Campaign later.

Establishing the Budget and Necessary Control Systems:-

Once the Advertising Objectives are determined, then funds necessary to achieve the Objectives must be provided for. A management assigns a specific

It also helps controlling the use of amount appropriated.

Developing or selecting the Media plan:-

Having laid down the objectives of advertising, an appropriate strategy is to be developed to achieve objectives. Strategy is applied to in two major areas of advertising

- \* selecting media and
- \* creating Advertising.

Pre-test the Advertising Campaign.

As soon as the Campaign is underway, it can be subjected to a test within a stimulated marketing environment.

Testing may be two types

\* Pre-testing and.

\* Post-testing.

Evaluating Advertising Results - Post-testing:-

The main objectives of post-testing are to learn the weakness and success of the existing Campaign.

## Unit - IV

### Sales force Management

Sales Force Management (SFM) is a sub-system of Marketing Management. It is Sales Management that translates the Marketing plan into Marketing performance. Actually Sales Force Management does much more than serving as the muscle behind Marketing Management.

### Recruitment and Training of Salesmen:-

Recruitment and Selection are closely related terms. Recruitment is the process where the prospective candidates are found and encouraged to apply.

The Recruitment of salesmen on roll is necessary to meet the following situations

(a) to fill the vacancies created by retirement, resignation, transfer,

death or disability of the salesmen or roll,  
(b) to expand the sales force to develop new  
Markets

(c) to introduce new products or to under-  
take other sales promotion activities.

## Process of Recruitment:-

The recruitment of the right type  
of salesmen involves many processes.

They are:-

1. Deciding the quality of sales force.

This in turn involves:-

\* Job analysis and

\* Personal analysis.

\* Deciding the quality of sales force  
required.

\* Tapping the various sources of  
recruitment.

\* Careful Selection of the candidates.

\* Appointment agreement.

1. Deciding the quality of sales Force or Salesmen:-

(a) Job Analysis

The nature of duties and responsibilities of Salesmen vary not only from one product to another, but also from one firm to another. For instance, the duties and responsibilities of wholesaler's Salesmen will be different from those of manufacturer's Salesmen or retailer's Salesmen will differ from those of outdoor Salesmen.

(b) Personal Analysis (or) Job Specifications:-

(i) General qualities:-

General qualities comprise of good personality, sound health,

honesty, integrity, sociability, intelligence, consistency and power of observation.

## 2. Deciding the size of sales force:-

A second method of ascertaining the size of the sales force is 'Marginal Analysis'. According to this method, salesmen are added until the profits generated by the last salesman hired equals the cost associated with hiring of that person. The Cost of Salesman is the total expenditure incurred for his training, salary and other expenses.

## 3. Tapping various sources of Recruitment

After the job analysis and personal analysis are over, the firms have to tap the different sources of recruitment so as to select the most efficient salesmen.

The various sources of recruitment can broadly be divided into two sources-

## Internal and External Sources: -

### Internal Sources: -

Some business organisations make recruitment from among the persons working in the organisation. As vacancies of salesmen are filled within the organisation, it is called internal sources of recruitment.

- \* Own staff

- \* Former employee's re-employment

### External Sources: -

Most of the organisations depend upon external sources of recruitment to select suitable candidates because of the limitations offered by internal source.

The following are some of the important methods of recruitments of salesmen from external sources: -

- \* Salesmen of competing firms.

- \* Salesmen of other non-competing firms.

\* Employees of Wholesalers, Retailers and Customers

\* Graduates from Schools and colleges.

\* Press Advertisements

(a) News papers

(b) Magazines.

\* Internal Recommendations

\* External Recommended Candidates.

\* Casual Applicants

\* Employment Exchanges

4. Careful Selection of Candidates :-

After the candidates have been solicited for the job by tapping various sources of recruitment, the firm has to go ahead with the selection of the right candidates. There are many "well- tried" selection tools which can be adopted for the selection of the right candidates.

## Procedure for Selection of Candidates:-

- \* Filling up of Application Forms
- \* References
- \* Preliminary Personal Interview
- \* Psychological and Aptitude Tests
- \* Medical Examination
- \* Final Interview.

## 5. Appointment Order or Appointment

### Agreement:-

After the decision to appoint candidates is taken, an appointment agreement is entered into with the selected candidates. The probation period is also clearly mentioned in the appointment order.

## Personal Selling:-

Personal Selling can be defined as the process of person to person communication between a salesperson and a prospective customer in which the former learns about the latter's needs and seeks to satisfy those needs by offering the prospective customer the opportunity to buy something of value, such as goods or a service.

### The Objectives of Personal Selling:-

- \* To Increase the volume of sales
- \* To Increase sales revenue.
- \* To reduce the costs of sales.
- \* To Increase the number of distribution outlets
- \* To prospect for new customers
- \* To increase sales per customer.
- \* To reduce the number of customers with minimum viable orders.

## Types of Salesman

Salesmen can be classified in different ways. But the most important method of classification of salesmen is on the basis of the organisation in which they are employed. i.e., on the basis of the types of employers they represent. On the basis of the types of employers they represent, salesmen may be classified into three of employers they represent, salesmen may be classified into three broad categories.

- \* Manufacturer's Salesmen

- \* Wholesaler's Salesmen

- \* Retailer's Salesmen

### Manufacturer's Salesmen

Manufacturer's salesmen as the name suggests are employed by a manufacturer. They may interact with the

wholesalers and retailers or directly with the ultimate consumers. They have a good knowledge of the products they sell.

### Types of Manufacturer's Salesman:-

Manufacturer's Salesmen may be classified into four types.

\* Promotional Salesmen

\* Dealer Servicing Salesmen.

\* Merchandising Salesman.

\* Speciality Salesmen.

### Wholesaler's Salesmen:-

Wholesaler's Salesmen are engaged by the wholesaler to sell his products to the retailers or industrial users. Wholesaler's Salesmen need not be aggressive. But they are required to be familiar with the various products dealt in by their employer and be tactful and friendly in their dealings with the retailers and the industrial users.

## Retailer's Salesmen:-

Retailer's Salesmen are employed by a retailer to sell his products to the ultimate consumers. Retail Salesmen are of two types. Counter Salesmen or Shop assistants and outdoor Salesmen or Travelling Salesmen.

- \* Indoor or Counter Salesman

- \* Outdoor Salesman

- \* Speciality Salesman

- \* Service Salesmen

- \* Detail Salesmen

- \* Staple Salesmen

- \* Exporter's Salesmen.

## Unit - V

### Sales Promotion:-

"Sales Promotion" signifies all those activities that supplement, Co-ordinate and make the efforts of personal selling and advertising more effective.

### Definition of Sales Promotion:-

Sales Promotion includes all those activities other than advertising, personal selling, public relations and publicity, that are intended to stimulate consumer demand and improve the marketing performance of sellers. Sales Promotion may include coupons, premiums, trade shows, in store displays, samples, cash discounts, quality discounts, contests directed towards end users or middlemen.

### Methods of Sales Promotion:-

Sales Promotion can be effected in several ways. The following are some of them.

## Sales Force Promotion:-

As pointed out already, Personal selling is highly essential in marketing. To make personal selling highly effective, sales force promotion is essential. The tools of sales force promotion are bonus, sales force contests, and sales meetings and conferences.

## Sales Promotion of Dealers:-

There is need for a cordial relationship between the manufacturer and the dealers i.e., wholesalers and retailers including the agent middlemen. It is highly essential because it is only through dealers that a manufacturer sells his goods. Dealers can be helped in many ways and the following are some of the popular forms of assistance.

- \* By provision of management aids.

- \* Sharing of information.

- \* Training of dealers.

\* Furnishing dealers with sales literature and display materials.

\* Attractive terms of sale.

\* Tacking the goods back.

Consumer Promotion :-

Consumer Promotion includes samples, coupons, money-refund offers, Price off, premiums, contests, demonstration and trading stamps, samples are free distribution of a product for the purpose of obtaining consumer acceptance.

Reasons for Growth of Sales Promotion

\* Cost-effective :-

High Cost of media advertising such as newspapers and T.V. is one of the main reasons to find more cost-effective forms of sales promotion.

### \* Growth of Super Markets:-

The growth of huge Super markets necessitated the need for aggressive selling. On-the-shelf Promotion is another reason for its growth.

### \* Accelerates cash flow:-

By includes more sales through sales promotion, inflow of cash increases. This could be one of the objectives of the firm.

### \* Production capacity:-

To maintain the high production capacity, a company may go for sales promotion to accelerate sales.

### \* Creation of Goodwill:

Media Advertising tends to be impersonal whereas sales promotion is more personal, linking the manufacturer with the customer.

### \* Fun and Excitement: -

The introduction of a certain amount of fun and excitement into promotion which customers can enjoy as participants.

### Sales Promotion of Industrial Products: -

Generally, sales promotion plays a pivotal role in consumer marketing but the same is not always true for industrial marketing. The assessment of the situation for the promotion of industrial products is based on the following observation

\* Identify the extra benefits your competitors are offering and assess whether you can offer all or some of these benefits.

\* Offer extra benefits perhaps with marginal price, and the customer will be satisfied with your efforts.

\* Consider all extra benefits and make priority of these benefits with a view to offering these to customers depending upon a particular sales situation.

### Sales Promotion of Services:-

The importance of the service sector and more importantly the role of marketing inputs in services has been seen only in the last 20 years. Manufacturers and marketing companies have realised the role that sales promotion can play in services marketing.

The following promotions work very well in services marketing:-

\* Joint promotion which link the buying of the service to another.

\* Promotion based on price creativity, where additional benefits are informed through price adjustment are used in restaurants, clinics and hospitals.

\* The use of Premiums in the direct mailing and selling of financial offers or financial services.

### Sales Promotion Strategies:-

The Sales Promotion strategy is an important element in overall marketing strategy. Sales promotion strategy involves identification of objectives, effective communication for attracting attention, allocation of budget, determining the correct promotional mix, introduction of strategic approach and finally evaluation. We shall study about each of them briefly here.

### \* Objectives:-

The marketer should determine his sales promotion objectives. He should determine what is to be accomplished and what kind of buyer responses are desired. Sales promotion tasks should be objective-oriented. These tasks are informing, persuading and reminding the customers about the products. The sales manager should inform consumers about his product and should highlight its special

features. He has not only to inform the customers but persuade them to buy it.

#### \* Communication:-

Sales Promotion should attract the attention of the target audience. If the prized discounts, - off-season facilities, etc., are not adequately and effectively communicated, the effort of sales promotion would be wasted. The purpose of communication is to persuade potential customers to purchase the product.

#### \* Medium of Reach:-

Sales promotion may adopt different methods for approaching people. Strategic variables are taken into account while deciding a particular method of sales promotion. Consumer promotion has been considered a very effective mode of sales promotion; potential consumers are offered samples, coupons, loading stamps etc., to promote sales.

#### \* Budgets:-

It is important to determine sales promotion budgets before resorting to sales

Promotion activities. The resources and sales potentials are estimated before the formulation of budgets. Sales promotion budgets should be adequate so that they achieve the promotion objective.

### 1. The percentage - of sales technique;-

The percentage - of sales technique is used to determine the sales promotion budget. A formula is framed to fix the budget level, which is generally 0.5 per cent of the sales. This may increase to one per cent in a competitive atmosphere. But this method is not very logical because sales promotion is the cause and not the effect of sales. However, this method of budgeting is commonly used in sales promotion activities.

### 2. Allocating expenditure on the basis of ROI :-

The total expenditure on all sorts of promotion is fixed on the basis of the return on investment. The return on investment in the past five to ten years is averaged to arrive at the standard rate of return. The maximum

limit on the promotion budgets is discounted on this basis. The promotion budget is rationally divided into sales promotion is fixed on the basis of objectives. The sales promotion objectives and budgets are decided at the time the objectives and budgets of other methods of promotion are evaluated and fixed.

3. Competition is also another important factor which determines the volume of expenditure on sales promotion. The responsiveness of the budget is evaluated on the basis of the return in industry on promotional expenditure. The market share of the company is taken as a guide for fixing the amount of expenditure.

The sales promotion budget will also be decided by following factors:-

1. Timing :- This is of utmost importance as the objectives of sales promotion will influence the need of promotional concept, time to run the promotional effort and duration of the sales promotion.
2. Target market :- This information is particularly significant to decide the type and intensity of sales promotional efforts.

The target market or large target audience will be decided by age, sex, income, social status, education, purchase behaviour and geographical location.

3. Market Movement:- The situation in the market relates to terms of supply and demand gap, competitors activity.

4. Product or Service Values:- This is rather difficult to gauge but experience and interaction with dealers, retailers, and consumers can bring out the fact whether the manufacturer's products are warm and comforting and acceptable to consumers or remain non-receptive to them.

\* Promotional Mix:-

The term 'Promotional Mix' refers to this combination, type and amount of promotion used by the marketing manager. An individual form of promotion is seldom effective or effective or efficient. The sales promotion programme, if accompanied by publicity, advertising and personal selling or a combination thereof, may be more effective than an individualistic approach elements

are interchangeable and some promotion mixes are more promotion are more suitable for the attainment of certain objectives.

### \* Strategic Approach:-

The kind of promotional mix employed determines the promotional strategy. Generally speaking, a particular combination, type or amount sales promotion, personal selling, publicity and advertising are brought into the promotional mix, which becomes the promotional strategy in the course of implementation. The strategies may be push-and-pull promotional strategies, sustaining promotional strategy or developmental promotional strategy or promotional appropriations.