

SES'S L.S.RAHEJA COLLEGE OF ARTS AND COMMERCE

Course: SYBA & SYBCOM [ADVERTISING]
Prepared by: LAILA AHMED PATEL

Unit: I

SYBCOM AND SYBA – ADVERTISING**Module –I**

1. Advantages of TV advertising:-Powerful Impact, Impact of celebrities, Product launch, Product demonstration, Demographic and geographic coverage, Flexibility, Repetition, Exposure to illiterates.

Disadvantages of T.V advertising - Expensive, difficult to incorporate change, short life, Lack reference value, clutter, high production cost, unsuitability for certain products, Competition.

2. Magazine advertising Advantages -National circulation, selectivity, colour, longer life, media support, and low Per-person -cost, detailed information, reference value

Disadvantages - limited circulation, long closing dates, lack of flexibility, problem of Latest products, expensive, limited frequency, current events.

3. Film / cinema advertising advantages - less expensive , media support , local selectivity, special aspects ,flexibility, suitability , product demonstration.

4. Out - of -home (outdoor) advertising

Advantages - size, multiple exposure, supporting medium, impact of colours, local Selectivity, low cost medium, maximum flexibility, reminder advertising.

Disadvantages-Hasty reading, brief copy, not suitable in rainy season, absence of selectivity, Difficult to measure response.

5. Newspaper advertising: Advantages: Current events, detailed information, Flexibility, Geographic selectivity, Reference value, low cost, mobility.

6. Significance /Importance of Internet advertising - Interactive medium, selective Targeting, cost efficiency, immediate response, in-depth information, reaches B2B Users, impact, captive audiences.

Limitations of Internet advertising- doubtful media, Junk email, Limited use, Limited appeal, Fear of hacking, not suitable for non-techno savvy people.

7. Forms of Internet advertising: Website, banners, floating banners, buttons, Sponsorships, email advertising, video ads, social media ads.

8. Audit Bureau of circulations (ABC) of India is a non-profit, voluntary organization, circulation-auditing organization. It certifies and audits the circulations of major publications, including newspapers and magazines in India.

Functions of ABC

Benefits of ABC circulation: For media buyers (advertisers) and for media owners (publishers)

9. DOORDARSHAN CODE

Doordarshan, established in 1959 is an autonomous public service broadcaster founded by the Government of India. It is owned by the Broadcasting Ministry of India.

Rules of DC

1. Conform to the laws of the country.
2. No advertisement which discriminates caste & colour, presents criminality as desirable, adversely affects friendly relations with foreign states, promotes cigarettes and tobacco products, shows institutions like Armed Forces, Traffic Police etc. in poor light.
3. No advertisement shall be permitted the objects of a religious or political nature, advertisements must not be directed.
4. Betting tips relating to horse- racing or other games of chance.
5. Through doordarshan ads, students should not get misled.
6. Viewers are advised to check the genuineness of the claims made
7. No ads shall contain the words "Guarantee" or "Guaranteed" unless the full terms of the guarantees are available for inspection by Director General.

8. No ads shall be accepted which violates AIR and TV Broadcast Code.

10. **Media research- *It*** is concerned with advertising reach, frequency and the effectiveness of different media.

Importance -Target audience, selection of media, booking time and space, importance to media owners, sponsorships of programmes, benefits to audience, benefits to media planners, benefit to research organizations

LSRC/TUT-LESS/2020