

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

Course: SYBCOM and SYBA Sem4 (Advertising) Unit: II
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Module II

❖ **Advertising Campaign**-It is a series of ads that share a common idea and theme which make up an integrated marketing communication.

❖ **Steps in Planning Advertising Campaign:**

- ✓ Research inputs
- ✓ Target markets
- ✓ Advertising budget
- ✓ Media selection
- ✓ Media scheduling
- ✓ Objective of the campaign
- ✓ Feedback

❖ **Advertising budget:** An estimate of advertising expenditure over a period of time.

❖ **Factor determining advertising budget:**

- ✓ Objectives of the ad campaign,
- ✓ Competition,
- ✓ Quality of the campaign,
- ✓ Type of target audience,
- ✓ Frequency of ads
- ✓ Type of media,
- ✓ Type of product,
- ✓ Size of the company.

❖ **Methods of deciding Advertising Budget**

- 1) Fixed guideline method-Percentage of sales method unit if sales method, competitors expenditure method, share of market method
- 2) Task method-Defining the task / objective, determine the amount required, determine the affordability of the amount, finalise the budget, approval of budget
- 3) Subjective methods-Arbitrary method, all you can afford method.

- ❖ **Media planning:** It is a process for determining for most cost effective mix of media for achieving a set of media objectives.
- ❖ **Steps in media planning :** Decision on the target market , deciding on media objectives a) reach b) frequency c) gross rating points d) continuity Choosing media type , selecting specific media vehicles , selecting specific media vehicles , allocation of funds , media scheduling , placing the ads , follow - up.
- ❖ **DAGMAR MODEL:** Developed by Russell College DAGMAR (Defining Advertising Goals for Measured Advertising Results). It includes four main steps: Awareness, Comprehension, Conviction, Action,

❖ **Communication objectives and Sales objectives of advertising**

Communication objectives	Sales objectives
Refers to goals of advertising program such as creating awareness, develops attitudes and induce action	Refers to goals for generating sales revenue
E.g., To create awareness, educate customers, face competition, highlight social issue etc	E.g. To increase sales volume, to increase profit, to increase market share, to get new customers
Qualitative in Nature	Quantitative in Nature
Limited Scope	Broader Scope
Major Role is to create awareness and brand building	Major role is to increase sales

- ❖ **Factors affecting media selection:** Product characteristic, target audience, Competitors advertising, distribution coverage, advertising objectives, advertising budget, media image, media support.
- ❖ **Media scheduling strategies:** Bursting, Pulsing, Seasonal, Teaser set-up, Step down, Steady, Alternate month, flighting strategy.