

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

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

- ❖ **Importance of creativity in advertising:** Attract attention, Increases recall, Memorable, impressing consumers, product positioning, brand image, increases sales.
- ❖ **Advantages of celebrity endorsements:** Ensured attention, Credibility, Higher recall. Improve tarnished image, brand building, mass appeal, and social awareness.
- ❖ **Limitations of celebrity endorsements:** Short life, multiple endorsements, celebrity controversy risk, expensive, does not guarantee sales, shifting loyalties

❖ Difference between Low involvement and High involvement products.

FMCGS products	Luxury products
Lower price	Higher price
Targeted to masses	Targeted to middle and upper income
Higher frequency of Advertising	Lower frequency of Advertising
Buys regularly	Does not buys regularly
Spends less time on purchase	More time on purchase
E.g.- soaps,coldrinks	E.g.- cars, bikes,T.V

- ❖ **Steps in creative process:** Study the product, collect the relevant information, determine advertising objectives, conceptualise ideas, analyse the ideas, shortlist the ideas, drafting the ads, production of the ad.

- ❖ **Buying Motives:** Meaning of buying motive. Types: Love and affection, Comfort and convenience, Pride and possession, Economy or gain, romance, curiosity, fear, pleasure and recreation, health, safety and security

- ❖ **Appeals in advertising:** Rational or Intellectual appeals, Emotional appeals, Moral appeals, positive and Negative appeals

- ❖ **Types of endorsers used in promoting the products:** Celebrities, Professionals or experts, Loyal customers, Models, Radio and T.V announcers, Company executives, Common people, Animated or cartoon characters.

- ❖ **Types of Endorsers**
 1. Celebrities: From the field of cinema, sports, music to promote the brand. Eg: Ranveersingh Ad -Make my trip.

 2. Professionals: From a particular field can be used as an excellent source to communicate effectively. E.g.: Dentists for toothpaste commercial.

 3. Loyal Customers: Convince Target audience by being satisfied by brand use.

 4. Models: Attractive models representing the target audience.

 5. Common people: At times, layman may endorse a brand E.g.: Fevicol.