

The background features a vertical strip on the left side containing a grid pattern, a line graph with a red line, and several yellow pencils. The rest of the background is a smooth gradient from yellow at the top to light green at the bottom.

Unit II

For Internal Circulation and Academic
Purpose Only

IMC & Brand Management Advertising



Advertising Strategy

Approaches to Advertising Strategy –

1. Generic Approach
2. USP Based Approach
3. Brand Image Based Approach
4. Positioning Based Approach
5. Pre-emptive Claims
6. Resonance Approach

Advertising _ Big Idea

- Questioning attitude
- Courage to take risks
- Sense of Humor
- Habit of observation
- Ability to visualize
- Openness to newer experiences
- Positive Mindset

Advertising _ Creative Execution

Message Appeals –

1. Rational Appeal

a. Value for Money

b. Quality

c. Price

d. Efficacy etc.

Creative Execution

Emotional Appeal

1. Fear Appeal
2. Humour Appeal
3. Sensual Appeal
4. Agony Appeal
5. Pleasant Appeal
6. Moral Appeal

Creative Execution_Message Formats

1.Facts & Figures

2.News

Comparison

Demonstration

A.In Use

B. Before & After Use

C. Side-by-side Use.

Contd..

3. Problem Solution
4. Slice of Life
5. Drama Formats
6. Treasures
7. Endorsements
8. Personality Symbol
9. Product as a star
10. Vignette
11. Testimonial
12. Lifestyle
13. Musical
14. Image Builder
15. Scientific Evidences

Regulations for Advertising Campaigns

Indian Penal Code,(IPC)-1860

- Dissemination of any obscene matter.
- Prohibition of unauthorized lotteries.
- Prohibitions of national symbols in advertising.
- Prohibition of national monuments , national personalities and using Prime Minister & President of India in Advertising.

Under Drugs & Cosmetics Act -1940

- No drugs or Cosmetics shall be misbranded by failing to label it in prescribed manner.
- Brand name should not be spurious.
- Patented or proprietary medicines must indicate the active ingredients on their labels.
- This applies even to the imported drugs also.

Drugs & Magic Remedies act - 1954

Unless prescribed by the registered doctor, no advertiser will ever publish any advertisement medicines pertaining to the claims of –

1. Mis-Carriage/Abortion in female Patients.
2. Improving sexual potency
3. Correction of menstrual disorders
4. or prevention or cure or prohibition of any disease.

Young Person's (Harmful Publications) Act - 1956

Act prohibits the –

1. Distribution of publications (books, magazines, pamphlets or computer games) to the children below 20 years of age, which may be harmful to them.

Indecent Representation (Prohibition) of women Act – 1986.

- To prohibit growing commoditization of women and,
- Prohibition of advertising a women in a derogatory manner.

Emblems & Names (Prevention & Improper Use) Act - 1950

- This act prohibits any private party to use certain national names and emblems such as National Flag, National Emblem, Government seals and pictorial representation of Mahatma Gandhi, Dr. Babasaheb Ambedkar, Chhatrapati Shivaji Maharaj, Hon'ble President & Prime Minister of India for Commercial use without prior permission.

Prevention of Insults to the National Honor Act - 1971

- Amedment – On 23.01.2004,Hon’ble Supreme Court has permitted to display national flag in homes, offices, clothes & caps in a respectful manner.

Other Acts-

- Prize & Competitions Act – 1955
- The prize, chits & money circulation Schemes.
- Infant Milk substitutes, Feeding bottles & Infant Foods Act -1992
- Indian Copyrights Act -1957
- Trade Marks Act – 1999.
- Consumer Protection Act - 1986

Regulations Governing Sales Promotion _ Contests & Sweepstakes

- Governed by The prize competitions act -1955, Mysore Lotteries & Prize Competitions & tax Act,1951.
- Should not reveal to be a lottery.
- Escape from the law. _ Chance Vs Skills

Consumer Protection Act -1986

- Misrepresenting the public about the offer or gift.
- Withholding the results of contests from the contestants.
- Publishing the results in all prominent news papers and in the same newspapers in which the scheme was announced originally.
- All conditions of the contest are clearly stated.

Premiums & Price Offs

- Publishing the advertisements about sale of the products which are actually not offered for sale at the mentioned discounts or bargain price.
- Creating an impression that some thing is given free when it is partially or fully covered by the amount charged in the transaction as a whole.

Free Goods

- Products will not be described as free, when there is any direct cost to the consumer other than the cost of delivery, postage or freight.
- Price of the product given free should not be included in the price of the product.
- Claims such as “ Upto five years warranty” are misleading claims.
- Free samples/free goods should have an inscription as “For Free Distribution”
- Tobacco products can never be given as free sample.

Regulations about Packaging & Labelling

- No women should be presented on a package in indecent or derogatory manner.
- In case of medicines the package should clearly mention the active ingredients of that medicine in the descending order of their weight as well as the side effects and contraindications.
- Name & address of the importer/manufacturer/marketer/reseller should be clearly mentioned on the label.
- Batch No and year of manufacture & Expiry Date should also be mentioned on the label.

TRAI_DND/DNC Registry

- No promotion calls to be made on telephone numbers registered with DoT as DND numbers. If found guilty a fine up to 1000/- Rs. can be levied for every unwarranted call.
- A promotional can be initiated only if agreed by the customer and should be between 09:30 am to 07:00 pm.

Regulations about Internet Marketing

- Privacy and confidentiality of the data of the user.
- Controlling the Assault of Non-Solicited Pornography & Marketing Act -2003)
- CAN-SAN Act-2003 – Misleading Subject Line/Header of the marketing e-mails
- Spamming e-mails
- Penaulty /fine up to 11000 USD.

IMC & Consumer Response

- Consumer behavior is the study of how people behave as consumers.
- Consumer behavior is dynamic in nature.
- Consumer behavior involves interactions of people's thoughts, feelings and actions.
- How consumers receive marketing communication is classified into two classes-
 - 1.External (Demographic & Cultural)
 - 2. Internal (Psychological & Experiential)

Idea Diffusion

Spread of a new idea from its source of invention or creation to its ultimate audience.

Elements of idea diffusion –

1. Innovation of idea
2. Transmission of idea from Source to consumer.
3. Social system in which diffusion takes place
4. Time period over which diffusion is accomplished.

Brand Decision Makers & IMC

1. AIDA Model

2. Think/Feel/Do Model.

A. Low involvement products

B. High involvement products

IMC Planning Process

- Step 1 : Identifying target audience
- Step 2 : Analysis of SWOT
- Step 3 : Determining Marketing Communication Objectives
- Step 4 : Developing Strategies & Tactics
- Step 5 : Setting the budget
- Step 6 : Evaluating effectiveness

DAGMAR Approach

A model devised by Russell Colley (1961) to measure the effectiveness of an ad campaign.

Colley had a conviction that all commercial advertisements with a sole objective of sale MUST move the target audience through following levels of understanding-

- 1.Awareness
- 2.Comprehension
- 3.Conviction
- 4.Action

DAGMAR....Contd...

Colley also postulated the guidelines to set objectives measure ad effectiveness.

1. Concrete & measurable communication task
2. Well defined target audience
3. Benchmarking the degree of change in consumer responses Pre & Post Campaign (Reflected in Sales)

Data Driven Communication

A marketing systematic communication programme involving following steps –

1. Setting up Consumer database
2. Collecting, storing and analyzing the database.
3. Use of IT tools for creation, maintenance & using the consumer database.
4. Building relationship through data management.
5. Confidentiality of data.

Reference Books

- Integrated Marketing Communication ; Tom Duncan; Tata McGraw
- Strategic Brand Management; Kevin Lane Keller; PHI