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use in this country dates back to the Middle Ages, when the use of the surname indicated a man's occupation.

The seller in primitive times relied upon his loud voice to attract attention and inform consumers of the availability of his services. If there were many competitors, he relied upon his own personal magnetism to attract attention to his merchandise. Often it became necessary for him to resort to persuasion to pinpoint the advantages of his products. Thus, the seller was doing the complete promotion job himself.

The invention of hand press increased the potentialities of advertising. By Shakespeare's times, posters had made their appearance, and assumed the function of fostering demand for existing products. Another important event was the emergence of the pamphlet as an advertising medium. The early examples of these pamphlets disclose their sponsorship by companies want to generate goodwill for their activities. The low cost of posters and handbills encouraged a number of publishers to experiment with other methods.

History of Advertising

The recorded history of advertising goes back to about 5000 years including the modern satellite and Internet age. Our knowledge of advertising in ancient times is quite fragmented. Nevertheless, it seems that the urge to advertise is a part of human nature since ancient times. The diggings by archaeologists, in countries rimming the Mediterranean sea, have unearthed a Babylonian clay tablet of about 3000BC, Bearing inscription for an ointment dealer, a scribe and a shoe mark, Romans and their predecessor knew that "it pays to advertise". Papyri found in the ruins of Thebes (Egypt) show announcements offering rewards for the return of runaway slaves about 3000 BC.

Before the invention of printing from movable type (about AD 1438) by Johann Gutenberg there were three forms of advertising.

Trademarks: Craftsman, in early times, wanted to be identified for their skills and placed their individual marks on goods that they crafted. This led to reputation building of particular artisans by word of mouth. Buyers learnt to look for distinctive marks just as we look today for brands names and trademarks on products.

Signs: Phoenicians, and other traders, painted commercial messages on prominent rocks along trade routes that they frequented. These messages highly praised the products that were for sale. This is an example of ancient outdoor advertising, Archaeologists have revealed, from excavations at Pompeii, that little shops had inscriptions on walls near the

original god in Lintas. Other important names in Indian advertising include K Kurian, Sylvie da Kunha, Josephine Turor, Bobby Kooka, Subbash Ghosal and some others. The collapse of some agencies, such as MCM and Iyer's, brought on the scene many new agencies. The major trend of the 1970s was a professional approach and consolidation. During the 1980s, the economy showed significant improvements and advertising agencies flourished.

Advertising is rarely a stable business. It changes with business conditions, social and cultural times and technology. Ads in the pre-independence period in India were mainly addressed to the affluent class. These ads were generally for tea, gramophones, cars, hotels and restaurants and cotton goods, etc. After independence, when the princely states and Zamindari system were abolished, a new middle-class emerged. With this significant changed social, cultural, and economic scenario, advertisers started paying attention to the middle class.

Advertising Club of Mumbai celebrated its silver jubilee in March 1980 and there was a workshop on twenty-five years of Indian advertising. There are now advertising clubs in all metropolitan cities and more than 500 advertising agencies. There are professional bodies that represent the advertiser, the advertising agency and the media. The names of these representative bodies are:

- The Indian Society of Advertisers (ISA)
- The Advertising Agencies Association of India (AAAI)
- The Indian Newspaper Society (INS)

Indian advertising has taken rapid strides and is becoming more professional by the day. The comment of former Chief Executive of Hindustan Thompson Associates, Mr. Ghosal, about Indian advertising is interesting. He said, "Advertising is absolutely essential. Unless a product sells, the investment made in the project is rendered in fructuous. But the trouble with Indian advertising is that it is not rooted in our ethos. It is westernized, partly because most of our advertising is aimed at the urban consumer. But there should be a mix, so that advertising can sell and yet retain the Indian flavor".

Or advertising in the last couple of decades has made much progress in terms of technical excellence, copy and graphics. However, progress in the area of relating to the customers is slow. There is a definite trend, both in audio-visual and print ads, to use appeals that are compatible with Indian Culture.

National Advertising

The term 'national advertising' has a special connotation that advertising is not confined to any geographic area within the nation. This type of advertising is undertaken mostly by a marketer of branded product or services, sold through different outlets in the distribution channel, wherever they may be located and appears in both national and regional media like print, electronics, outdoor etc. Apparently the term 'national advertising' conveys mass marketing effort. In reality this does not necessarily mean that the product is sold nationwide. The goal is to inform, persuade or remind consumers about company or brand. National advertising often identifies a specific target audience and attempts to create an image for the product. For example the ad for Mercedes-E class is targeting a specific segment in the Indian market.

B. Regional Advertising

It is geographical alternative for organizations. For example, Amrit Vanaspati based in Rajpura claims to be the leading hydrogenated oil producer in the Punjab. But, until recently, it mainly confined itself to one of the vegetable oil brands distribution to Mathabad district (in U.P. near Lucknow).



C. Local Advertising

It is generally done by retailers rather than manufacturers. These advertisements save the customer time and money by passing along specific information about products, prices, location, and so on. Retailer advertisements usually provide specific goods sales during weekends in various sectors.



“An executive from one of the losing shops said he was prepared for the gamble, but not for the reaction of one of his clients. The Client, believing reports that the TWA presentations set back the contending agencies by as much as one million dollars, asked his shop to invest a proportionate amount of money in a new campaign for his top product.

“He said, in effect, that we are spending this money to make a presentation for another account, and now we should spend some of his money to improve his advertising,” the advertising executive said.

Lastly, ask yourself, and if necessary, ask the agency, too:

Is the team to produce the advertising really made up of the people who are going to handle your account afterwards? Or was it produced by the agency’s star performers who spend most of their time on new business presentations and the rest of it on a few favoured accounts?

Selecting an Agency

While selecting an advertising agency, the importance of compatibility should be borne in mind. An agency takes a long time to grasp the problems and accumulate the facts that are necessary for the smooth functioning of a client. Though this investment period is long, it pays rich dividends. Therefore, an agency should not be frequently changed.

Here are some points that can help the advertiser to:

- (i) Choose an agency ; and
- (ii) Get the best out of an agency.

Choosing an Agency

The agency should be able to think independently on various problems, and not solve them by pre-conceived notions which it is unwilling to change.

The agency should have experience in selling goods and ideas. It should be able to bring in more results than anticipated.

The company should be financially sound and should be able to cover both local and national advertising campaigns.

based on a pre-determined non-advertising marketing mix. At lower levels of advertising (less than ₹ 5,000), the company cannot generate sufficient sales to cover all the costs. So, ₹ 5,000 represents the absolute minimum advertising budget for the company to make any profit at all.

According to the Marginal analysis management must select performance objectives for advertising expenditures. Marginal analysis relies on sales and profitability, which are important to assess the potential contribution of advertising expenditures. For advertising decisions for a new product introduction, the management may determine a minimum budget level and then assess the different levels above this.

Implementing the marginal analysis is a difficult task. Advertising is not the only factor affecting product performance. It is also difficult to predict the time pattern of the contribution, for it cannot be assumed that advertising will have an immediate impact. All these factors make it difficult for us to assess precisely the net sales marginal revenues, or other performance contribution estimates.

To cope with the realities of advertising budgeting, a variety of procedures have been adopted, which vary considerably when compared with the marginal analysis framework.

Advertising Budget Allocation by "Rule of Thumb"

Under this approach, the decisions on the amount to be spent are made by advertising managers in co-operation with an advertising agency. Many companies resort to more than one method of determining the size of their advertising budgets. Some methods which are in common use are as follows:-

1. Profit Maximization

The best method for determining advertising expenditure is to identify a relationship between the amount spent on advertising and profits, and to spend that amount of money which maximizes the net profits. Since the effects of advertising may be reflected in future sales too, the advertiser maximizes the present value of all future profits at an appropriate rate. Therefore, a very few advertisers are able to implement the profit-maximizing approach to determine their advertising expenditure.

2. Advertising as a Percentage of Sales

Advertising Allocation = % ' ₹ Sales

A pre-determined percentage of the firm's past sales revenue (or projected sales revenue) is allocated to advertising. But the question is - What is the relationship between advertising expenditure and sales revenue? Though it looks simple, it is not an effective way of achieving the objectives. Arbitrary percentage allocation fails to provide for the flexibility.

This method ignores the real nature of the advertising job. It is not necessarily geared to the needs of the total marketing programme. But this method is widely used. Its wide use reflects the prevailing uncertainty about the measurement of advertising effectiveness. It is an easy way of minimizing the difficulties of annual budgeting negotiations. It is also safe method as long as competitors use a similar method. The fixed sum per unit approach differs from the percentage of sales approach in only one respect that it applies a pre-determined allocation to each sales or production unit.

3. The Objective and Task Approach

The most desirable method is the objective and task approach. It is goal oriented. The firm agrees on a set of marketing objectives after intensive market research. The costs of advertising are then calculated. When the resulting amount is within the firm's financial means, it is the advertising budget. It involves the following two steps:

- (a) First, the organization must define the goals the promotional mix is to accomplish. For example, a 5 per cent increase in market share, or a 10 per cent rise in gross sales, or a 3 per cent addition to net profit, or more likely, a combination of several items.
- (b) Second, it must determine the amount and the type of promotional activity required to accomplish the objectives set. The sum of these becomes the firm's promotion budget.

A crucial assumption underlies the objective and task approach is that the productivity of each advertising rupee is measurable. The task approach starts by asking what the objectives of the advertising campaign are. The "advertisability" of the product is more sharply defined. This approach requires that assumptions about media, copy, and all the other parts of a campaign be co-coordinated to achieve a specific set of objectives. The task approach has special merit in the introduction of a new product.

The main problem with this approach is that it is not easy to determine the cost of fulfilling an objective or to decide whether an objective is worth fulfilling. The task method forces advertising managers to engage in advance planning.

Lesson 1.5 - Strategic Media Planning

Learning Objectives

After reading this lesson, you should be able to:

- Have an overview of the media scenario, various kinds of media, and their relative characteristics
- Understand the role of media planning in advertisement
- Delineate various media information sources that are crucial in the making of a media plan.

Selecting Media Outlets

With an objective and a budget in place, the advertising campaign will next need to focus on developing the message. However, before effort is placed in developing a message the marketer must first determine which media outlets will be used to deliver their message since the choice of media outlets guides the type of message that can be created and how frequently the message will be delivered.

An advertising message can be delivered via a large number of media outlets. These range from traditional outlets, such as print publications, radio and television, to newly emerging outlets, such as the Internet and mobile devices. However, each media outlet possesses different characteristics and, thus, offers marketers different advantages and disadvantages.

The characteristics by which different media outlets can be assessed include the following seven factors:

1. Creative Options
2. Creative Cost
3. Media Market Reach
4. Message Placement Cost
5. Length of Exposure

Self Assessment Questions

1. Define Advertising.
2. Trace out the origin of Advertising.
3. Enumerate the classification of advertising.
4. Write short notes on
 - (a) Product advertising
 - (b) Retentive advertising
 - (c) Institutional advertising
 - (d) Pioneer advertising
5. What is an agency & explain different types of agencies?
6. What are the functions of an advertising agency?
7. What are the advantages of using an agency?
8. What are the criteria for selecting an agency?
9. Bring out the relationship between advertiser and advertising agency
10. What is strategic planning?
11. What are the different steps in strategic planning process?
12. Explain different approaches involved in advertising budget allocation.
13. What are the different types of media outlets?
14. What are the different characteristics for assessing media outlets?
15. What do you understand by media market reach? Explain.
16. Write short note on following
 - (a) Direct mail
 - (b) Internet advertising
 - (c) Mobile device advertising
 - (d) Sponsorship

CASE STUDY

A young MBA Mr. Ram Kumar got an opportunity for a job in Sydney, Australia. The contract was for 3 years only. Mr. Ram Kumar did not want to stay in Australia, but interested to start a business in India. He was based in Mumbai and had earned enough money to start his own business in India. While in Australia he got very interested in water beds which were used by many households. He listed the advantages of the water beds:

Functions of an Advertising Layout

An advertisement layout is a blueprint. The main functions of layout are:-

i. Assembling different Parts

The main function of layout is to assemble and arrange different parts or elements of an advertisement illustration, headline, sub headlines, slogans, body text and identification mark and boarder and other graphic materials – into a unified presentation of the sales message. In all the layouts these elements are presented in the same size, form, shape, position and proportion as desired by the advertiser in the final ad proof. Thus layout gives both creative personals (copywriter and artists) and the advertiser who pays for it a good idea of how the finished ad will finally appear.

ii. Opportunity of Modification

The layout offers an opportunity to the creative teams, agency management and the advertiser to suggest modification before its final approval and actual construction and production begins.

iii. Specification for Costs

The layout provides specification for estimating costs and it is a guide for engravers typographers and other craft workers to follow in producing the advertisement.

Principles of Design and Layout

It is not necessary that all elements of advertisement copy must form part of the copy. They appear in today's ads with varying degree of frequency. The components of the copy must be decorated or positioned on the basis of certain basic principals regardless of the number of elements in an add. The following five principles of good composition are important to anyone who creates or evaluates the advertisement -

- (1) Balance ;
- (2) Proportion
- (3) Contrast and emphasis,
- (4) Eye –movement, and
- (5) Unity.

1. Balance

A layout may be called balanced if equal weight or forces are equidistant from a reference point or a light weight is placed at a greater distance from the reference point than a heavy weight. Balance is the law of nature. The reference point or fulcrum is the optical centre of the advertisement. The artists with a given area or space, are to place all the elements within this space. Optical centre or fulcrum of the ad is often a point approximately two – thirds of the distance from the bottom. It is the reference of the layout.

2. Proportion

Proportion is closely related to balance since it refers to the division of space among layout elements for a pleasing optical effect. Good proportion in an advertisement requires a desired emphasis on each element in terms of size and position. If the major appeal in an advertisement is product's price. The price should be displayed in proportionate space position.

3. Contrast and Emphasis

Contrast means variety. It gives life to the whole composition and adds emphasis to selected important elements. An advertiser always looks to advertisements from completion point of view and desires the policy of the most important elements to attract the attention of the people. An advertisement with good contrast may attract the attention of customers contrast may be visible in a number of ways. It may be witnessed through sizes, shapes and colours. Different colours sizes and shapes of elements in an advertisement add contrast. The varying directions, of design elements (Vertical trees, horizontal pavements arched rainbows) add contrast. There must be sales communication purpose behind every layout decision made.

4. Eye Movement

Eye movement is the design principle which helps move the eyes of the readers from element to element in the order given in the hierarchy of effects model for effective communication of the message in advertising. An effective ad uses movement to lead its reading audience from initial message awareness through product knowledge and brand preference, to ultimate action (intent to purchase). Direction and sequence are two terms for the same element and artists may perform it in many ways. Mechanical eye direction may be created by devices such as pointing fingers lines arrows or even a bouncing ball that moves from unit to unit. Planned eye movement should follow the established reading

A good copy of advertisement should possess the following characteristics or qualities value-

- (1) Attention Value,
- (2) Suggestive Value,
- (3) Memorising Value,
- (4) Conviction Value,
- (5) Sentimental Appeal Value
- (6) Educational Value,
- (7) Instinctive Value

Attention Value

An advertisement copy must attract the attention of potential consumers. If it fails in this mission, the whole money and efforts will go waste though it possess all other values because everything else follows this. So, it must have display value.

The copy should be planned, drafted and displayed in such a way that it must compel even the most casual or involuntary reader to notice it and read it with interest. It should be designed in such a fashion that the attention of business person may be drawn immediately. Various device can be used to make the copy attractive such as; use of pictures, use of display type or heading, board etc.

Suggestive Value

The next task would be to offer a suggestion about the use and the utility of the product that may remain inscribed on the mind of the reader even when he forget where he really saw the advertisement. Slogans, Pictures, phrases and suggesting may be used for this purpose. They should be drafted and used as to drive home to the reader the utility of the product in everyday situation.

Memorising Value

The copy of the advertisement should be so drafted and laid out that the product will stick to the mind of the individual reader. Repetition of advertisement with slogan is an effective method of creating a memorising value. Pictures and photographs confirming to the suggestions will have tremendous memorising value.

market for the first time; it is the duty of every producer or advertiser to tell everything relevant about the product to the public in such a manner that it may get a warm welcome among customers. Such an advertisement copy depicts the specialties to the product category. The advertiser may insist only one or two attributes of the product which is more sensational such as introduction of a low priced item without the loss of quality or a product developed from a new technology indigenous or imported etc.

11. Suggestive Copy

A suggestive copy tries to suggest or convey the message to the readers directly or indirectly to pursue them to purchase the product. It is useful where the reader is confused about the quality of a product brand and is not in a position to take a decision about the purchase of the product.

12. Expository Copy

Just opposite of suggestive copy is expository copy. It does not conceal anything about the product but exposes. The message is quite clear and it needs no inference, no taxing on mind, no thinking, Even a cursory glance makes it quite easy to remember or to pick – up.

13. Questioning Copy

Questioning copy as the term suggests incorporate a series of questions expected to be answered by the readers. The advertiser puts no narration, statement or reason of its own in order to pursue the readers to buy the product. The question arouses the curiosity in the minds of the readers and makes them think of it.

Thus there are various types of copies of advertisement on the basis of their style of presentation.

Measuring Advertising Effectiveness

All advertising efforts are directed mainly towards the achievement of business, marketing and advertising objectives i.e., to increase the sales turnover and thus to market the maximum profit. The advertiser spends lakhs of rupees in to advertising activity. In the background of all these efforts, is an attempt to attract the customer towards the product through advertising.

1. Consumer diaries
2. Co-incidental surveys and
3. Electronic devices.

1. Consumer Diaries

Under this method, diaries are supplied to a few selected customers. They are also informed to record the details of advertisements they listen or read.

The diaries are collected periodically. The result obtained from such a survey reveals the effectiveness of advertisement.

2. Co-Incidental Surveys

This method is also called as co-incidental telephone method. Under this method, samples of customers are selected and calls are made at the time of broadcast of the advertisement programme. The data obtained and analysed will give a picture about the effectiveness of an advertisement.

3. Electronic Devices

Now a day's electronic devices are widely used to measure the effectiveness of an advertisement. They are mainly used in broadcast media. These are auto meters, track electronic units etc.

The following methods are also used to measure the impact of advertisement on the sales volume.

- I. Historical method and
- II. Experimental method

I. Historical Method

Under this method, recorded facts related to sales before and after advertisements are compared. If an advertisement is followed with more sales, advertisement is considered to be more effective.

II. Experimental Method

Under this method, the entire sales territory is divided into three or four sub-areas. The advertiser spent different amount for advertising in different areas. They collect facts regarding sales from these sub-areas. The result is used to measure the effectiveness of advertisement in boosting sales. Following the result obtained, the advertiser prepares his advertising budget for future action.

An advertiser has to adopt some follow up measures to increase the effectiveness of advertisement. For this consumers may be contacted through direct mail after the advertisement is placed.

Communication Effects of Advertising

The management should attempt to evaluate the effectiveness of the advertising campaign if the firm's advertising goals are to be achieved and the ad effectiveness is to be increased. By regular evaluation of the effectiveness, the shortcomings and the plus points would be revealed and the management would be able to improve the campaign by negating the shortcomings and retaining the favorable point. For this purpose, it is very necessary to know how advertising affects the buyer's behaviour. But this is very difficult task because measurements are imperfect and imprecise.

The effectiveness of advertising can be measured by the extent, to which it achieves the objectives set for it. If it succeeds in attaining the objectives advertising can be said to be effective otherwise it will be a waste of money and time. In this sense, advertising can be recognized as a business activity like other activities.

In a very real sense the integrity of promotional activities rests on how well those activities work. An advertising budget that is spent on some poorly defined task or on undefined tasks may be regarded as an economic waste as compared to that spent to achieve the well defined objectives for which the results can be measured. Any social institution upon which a significant portion of our total productive efforts is expended should be able to point to its specific accomplishment. Indeed, it is a source of discomfort that specific results of advertising activities have not always been subject to precise measurement. Both practitioners and critics feel that promotional activities should only be accepted as socio – economic – institution with full right and privileges “when the means exist to prove that advertising super are productive rupees’ It is undoubtedly a source of embarrassment that we cannot exactly measure the effectiveness of advertising in definitive terms.

cannot be measured separately unless all other variables are presumed to be constant. This situation is quite hypothetical and almost non-existent. Added to this is the fact that advertisement itself is made of a variety of variables such as media, messages, colours, page or time of the day, locations, the size of the headline and the appeals used. Thus even if the advertising variable is separated this would still not answer the question about the effectiveness of the individual components of the advertising campaign. So advertisers try to measure the communication effect of the advertising.

In order to measure the effectiveness of advertising, which approach (communication effectiveness or sales effectiveness), is more suitable? Two factors are to be considered in deciding the approach. They are

1. Relevance of Advertising Objectives on the Overall Performance Objectives

Generally advertising managers would like to know the role of advertisements on the overall performance of the business firm i.e., return on investment and on profitability. A sale is a determining factor of company performance.

2. Difficulty and Cost of Obtaining Data Needed to Evaluate Effectiveness

Generally communication measures are easy to follow than sales effectiveness measures. If the measures of advertising are more relevant they will be difficult and costly. If it is less difficult and cheap the measures will not be more relevant. Therefore, the advertising manager has to make a balance between these two approaches.

Suitability

In small business firms where the marketing research resources are limited advertising managers may decide on less expensive and less relevant measures. The big business house, which has more access to research, may decide on the more relevant and expensive measures.

Summary

Copy testing is a tool involving a procedure where the effectiveness of an advertisement is measured before it appears in its final form, during and after its exposure to the audience to determine whether and to what extent, it has accomplished its assigned task. There are various methods of copy testing such as pre testing, post testing and concurrent method. Pre-test method refers to testing the potentiality of a message or copy before printing

This led to its exclusivity and most of the customers were from upper or upper middle classes. The HLL then asked their advertising agency Lintas to design and campaign to boost the sales. As number of suggestions had come up during research and discussion:

- (a) The sale of Pears could be increased by either persuading the present consumers to buy more or make new customers.
- (b) Most of the customers were using it in winters only. They could be persuaded to use Pears throughout the year.

The Company was advised to offer a reason for purchase. So, the company was asked to create an appeal on the past strength of Pears. So, they looked back on the past advertising Ads. The earlier ads were aimed at sweet girls well dressed with the caption.

- (a) "Waiting to be beautiful lady." It gave the image of its being a children's soap.
- (b) Then came the Ad. emphasizing its translucent characteristics. "A soap so pure you can see through it."
- (c) "Pears soap keeps your complexion and skin young."
- (d) "Meet the soap with nothing to hide except your age."
- (e) "Pears makes you look younger and glycerine gives it the extra glow."
- (f) "Young skin can be yours as long as you use Pears" or "It is the Kiss of Youth."
- (g) "The bath with Pears is a "Young bath"
- (h) "Mrs. Darcy has an 18 years old daughter and skin just as young."

These were the options suggested for advertising

Questions

1. Count on the different creative approaches presented by the agency.
2. Can you suggest a mixture of these Ads and why?
3. As the youth men are also very beauty conscious and visit beauty parlours for facial and other beauty Ads. Can you suggest other creative approaches for men and general use for everybody?

television is being viewed, what channel is being viewed and what is the status of television set, whether it is on or off mode etc.

Listenership

This is a unit of measurement for radio. All India is one of the most popular channels for the rural India. However, now a day's FM channels are also popularly being used by the urban India. Radio Audience Measurement (RAM) is a specialized measurement service focused on the FM radio industry.

Hit and click / Page view

This is a unit of measurement for the internet. Hits are the number of people who visit the site. Page views are the number of pages within the site that the visitor who has seen the site. The internet is the medium that can actually measure the number of audience who have seen the advertisement, through the click through.

Passers By

This is unit of measurement of outdoor. It represents the number of people who pass by a given outdoor site during a given time frame. It is assumed that those who pass by a site would have had an opportunity to see the advertisement displayed on the site. The effectiveness of the site, however, is a function of several variables.

Visit to Cinema

This is a unit of measurement of cinema audiences. This data can be collected in the form of secondary data based on the number of cinema hall available and their seating capacities.

Media Research

There are a number of research organizations produce regular independent media studies. They are independent in the sense that they have tripartite sponsorship representing the three sides of advertising through bodies serving advertisers, advertising agencies and the relevant media. Some surveys are conducted continuously by press and television or periodically with radio or occasionally with outdoor. In addition to that individual media owners conduct their survey.

Mobile Device Advertising

Handheld devices, such as cell phones, personal digital assistants (PDAs) and other wireless devices, make up the growing mobile device market. Such devices allow customers to stay informed, gather information and communicate with others without being tied to a physical location. While the mobile device market is only beginning to become a viable advertising medium, it may soon offer significant opportunity for marketers to reach customers at anytime and anyplace.

Also, with geographic positioning features included in newer mobile devices, the medium has the potential to provide marketers with the ability to target customers based on their geographic location. Currently, the most popular advertising delivery method to mobile devices is through plain text messaging, however, over the next few years multimedia advertisements are expected to become the dominant message format.

Sponsorships

A subtle method of advertising is an approach in which marketers pay for or offer resources and services, for the purpose of being seen as a supporter of an organization's event, program or product offering (e.g., section of a website). Sponsorships are intended not to be viewed as a blatant advertisement and in this way may be appealing for marketers looking to establish credibility with a particular target market. However, many sponsorship options lack the ability to tie spending directly to customer response. Additionally, the visibility of the sponsorship may be limited to relatively small mentions especially if the marketer is sharing sponsorship with many other organizations.

Others

While the nine media outlets discussed above represent the overwhelming majority of advertising methods, there are several more including:

- Advertising using telephone recordings (e.g., political candidate's messages)
- Advertising via fax machine (though there may be certain legal issues with this method)
- Advertising through inserted material in product packaging (e.g., inside credit card bill)
- Advertising imprinted on retail receipts (e.g., grocery store, cash machine)

➤ The internet is the only true global medium, providing information and commerce that is immediately accessible from around the world	Targeting costs can be very high compared to any other medium because of precise selectivity criteria. The more precise the targeting, the higher the costs.
➤ Except personal selling, no other customer contact method can generate an immediate response as the internet. Products and information are available to customers on demand. This provides instant feedback to marketers.	Slowness of downloads and connectivity problem discourage users, infrastructure improvement, costs and access make it costly alternative medium.
➤ The internet provides high selective targeting by purchasing keywords and reach potential customers when they are ready to purchase.	The cost of personal computer is still high for low income group and the technology discourages a large number of people in developing countries.
➤ The internet users mostly have higher incomes more buying power, which is a favourable factor for all the advertisers, particularly of high-priced products.	Doubtful security and privacy concerns discourage online purchases. So far internet has not proved safe for financial transactions and this limits its viability.
➤ Commercial web sites provide detailed in-depth information about products and services to customers.	Although internet advertisers can easily reach the international market. Internet is not really as pervasive in most developing and under-developed countries as in United states or other developed countries.
➤ The internet reaches business-to-business users while they are still at work. Consumer advertising can also reach these internet users.	Many countries have outdated telephone lines, and high cost local telephone lines, and high cost local telephone services, or the infrastructure is inadequate

Summary

With the technological advancement, the internet has positioned itself as one of the very important media that can be used for almost all advertising purpose across all possible market segments. The growing popularity of the internet triggered an avalanche of interest using this new tool of marketing. Advertising through internet is the need of the

The quantitative instruments include a structured questionnaire that was jointly designed by Renaissance Consultant and Patwardhan, which was made to reflect all aspects of Internet usage and attitudes. The questionnaire covered demographic and psychographic profiles of users, the mode of introduction to Internet and access, the pattern of usage, the functions and applications that are used, pattern of e-mail and searching and preferred browsing modes.

The questionnaire also included questions on site preferences (both site name and category), the actual time spent on major sites, criteria affecting site preferences and loyalty, the modes of new site information, a review of shopping experience on the Net, intentions to shop in future, the problems that the surfer faced in usage and qualitative aspects of the Internet's evolution in India.

To ensure that the survey was indeed relevant, the consultancy claims to have pre-tested it and, subsequently, fine-tuned it. This was based on a sample of 50 respondents in Mumbai and Pune. Moreover, internal cross-checks were built into the questionnaire for consistency. The final questionnaire was then administered through supervisors in each location, who in turn appointed surveyors. the survey sample was satisfied to reflect a combination of the following segments:

- Home, cyber-café, and multiple access users.
- Female and male users.
- Student and professional users.

Moreover, the minimum sample percentage for each segment were specified and built in to the sampling plan. The final sample size, across all the five locations was 3,000 respondents. By any standard this is a huge sample size. And, obviously, the advantages of a huge sample size are apparent – there are likely to be lesser quirks, fewer discomforting variations and perhaps more importantly, the benefits of a wide reach.

The overall sampling method used was random sampling. and back checks were performed with a randomly chosen 10% of the sample to ensure the survey's veracity. The final analysis of the survey was done through a computer-based RDBMS (relational database management system) package.

Among the qualitative instruments, a detailed checklist of information for focus group activity was drawn up and focus group interview were held. For these, the pre-selected categories were:

UNIT – IV

Unit Structure

Lesson 4.1 – Measuring Advertising Effectiveness

Lesson 4.2 – Advertising in International market place

Lesson 4.3 - Advertising and principles of Integrated Marketing Communication

Lesson 4.1 - Measuring Advertising Effectiveness

Learning Objectives

After reading this lesson, you should be able to:

- Understand what is advertising effectiveness
- Appreciate measurement of advertising effectiveness
- Different types of testing for advertising effectiveness

Introduction

All advertising efforts are directed mainly towards the achievement of business, marketing and advertising objectives i.e., to increase the sales turnover and thus to market the maximum profit. The advertiser spends lakhs of rupees in to advertising activity. In the background of all these efforts, is an attempt to attract the customer towards the product through advertising.

As soon as the advertising campaign is over, a need generally arises to measure the effectiveness of the campaign. Whether, it has achieved the desired results i.e. desired sales profitability or results in terms the change in customer' behaviour in favour of the company's product which will naturally, affect the future sale of the product.

In order to measure the effectiveness of advertising copy, two types of tests- pretests and post tests- can be undertaken. Pretests are generally conducted in the beginning of the

which newspaper or magazines, which channel of Television or which programme on radio is to be used. This is decided by keeping the target audience in mind. The location of the advertisement in a particular media is also important. In a media we can choose the front page or the back page or the inside page or may ordinary page placed strategically. In Television some programme are more effective and popular. Some audience prefers old programmes and some, like to ones.

Importance of Measuring the Effectiveness of Advertising

(1) It acts as a Safety Measure

Testing effectiveness of advertising helps in finding out ineffective advertisement and advertising campaigns. It facilitates timely adjustments in advertising to make advertising consumer oriented and result oriented. Thus waste of money in faulty advertising can be avoided.

(2) Provides Feedback for Remedial Measures

Testing effectiveness of advertising provides useful information to the advertisers to take remedial steps against ineffective advertisements.

(3) Avoids Possible Failure

Advertisers are not sure of result of advertising from a particular advertising campaign. Evaluating advertising effectiveness helps in estimating the results in order to avoid complete loss.

(4) To justify the Investment in Advertising

The expenditure on advertisement is considered to be an investment. The investment in advertising is a marketing investment and its objectives should be spelt out clearly indicating the results expected from the campaign. The rate and size of return should be determined in advance. If the expected rate of return is achieved in terms of additional profits, the advertisement can be considered as effective one.

(5) To know the Communication Effect

The effectiveness of the advertisement can be measured in terms of their communication effects on the target consumers or audience. The main purpose of advertising is to communicate to the general public, existing and prospective consumers,

Individual Interviews

Test audience may be individually either by taking prior appointments or by intercepting them at public locations such as shopping malls, cinema halls, etc. and opinions may be taken regarding alternative ad concepts, rough art, copy etc. People may be asked if they think a particular ad would get attention, if they find it interesting, if they would read the copy, if they would believe its claims, if it would lead them to purchase the product etc.

Anteroom Trailer

Yet another method of testing opinions is the anteroom trailer or a mobile van, wherein a mobile laboratory is set up inside a van parked near popular public places like malls,, cinema halls etc.. Random passersby are chosen as interviewees and offered some incentive for participating. Prerecorded test commercials are shown interspersed with some programmes, and interviews are conducted and opinions taken after the viewing.

Consumer Juries

Consumer or target market representatives are appointed as juries to evaluate the performance of a selection of ads on various criteria: juries are presented with various rough or finished versions of advertisements, and asked to rate or rank them. Consumer may be asked to either rank the ads from one to other based on the order of their preference, or compare all the ads in the test, two at a time, and mark the preferred one. The ad that wins the most times is declared the winner.

Ethnography

Ethnography is an observation research technique in which data is collected by observing consumer behavior. Data can be collected in a number of ways- by having human researchers observe consumers in stores, work places, homes etc. by giving consumers a video camera to record their interactions with the target product; by having consumers record their behavior in diary etc. although difficult to measure and validate, ethnography can yield deep insights in to consumer behaviour and attitudes generated through communication.

Programme Analysis

A technique specially advised for the pretesting finished broadcast material by Paul F. Lazarsfeld and Frank Stanton is the programme analysis. It uses a simple device called

Post Testing Method

Post testing method is the most common of all testing because it is only after an advertisement has run for a period of time, it is tested to measure its effectiveness. The following are some methods:

Recall Test

In this test, the respondents are asked to recall the advertisements they have seen and the brand is concealed and asked whether they had seen the advertisement through reading, listening or viewing. recall tests can be conducted for both print ads and broadcast commercials.

In recall tests of print ads, participants are asked to read test publication in their homes. They next day they are screened to determine if they have read the publication or not. Qualifying participants are questioned regarding ad elements, sales points, purchase interest and intention, etc. For testing recall of broadcast commercials a day after the commercials are aired, participants are screened to qualify those who have seen the commercials.

Recognition Test

This is conducted to see whether the advertisement is recognised or not. This Test can be conducted by mail surveys. The advertisement can be broken into headlines, layouts, body, copy, logo etc and it is seen how these elements are remembered by the respondents. The recognition test can be conducted in a number of ways. The magazines are placed in the home of the respondents and they are requested to read that magazine on that day. Next day they are asked questions about the advertisements appearing in that magazine to assess the recall of advertisements.

Inquiry Tests

These are behavioural post-test to check how much an ad campaign has succeeded in developing purchase intentions. Their objective is to generate the maximum number of inquiries in response to an advertising campaign. People are encouraged to inquire about the product through business reply cards, toll-free numbers, e-mails and websites, etc. In return, they may sometimes be offered incentives like product samples, information booklets, free trials, small gifts, etc.

- Financial Community
- Government Regulators

Marketing Level

- Consumers
- Target markets
- Retailers
- Distributors
- Competition
- Suppliers
- Vendors

Marketing Communication Level

- Consumers
- Target audiences
- Trade audiences
- Local community
- Media
- Interest groups
- Activist groups
- General Public

Why is IMC concerned with all these audiences? The support (or lack of it) that each stakeholder group gives to the company can affect that company's brands positively or negatively. Maintaining consistent communications from all message sources to stakeholders is particularly difficult. It works only if a company or brand has a focused business philosophy or mission, clearly understood core values, and a strong corporate culture. Even though different areas of the company may be sending messages, the person the receiving end is an individual who has to make sense of all the messages, impressions and experiences. As IMC experts Don Schultz, Starley Tannenbaum, and Robert Lauterborn explain, IMC realigns marketing communication "to look at it the way the consumer sees it as a flow of information from indistinguishable sources. If the messages don't reflect some central core values and deliver a consistent image, they may conflict and ate confusion.

II SWOT Analysis

- Internal factors: strengths and weaknesses
- External factors: opportunities and threats
- Problem identification

III Campaign Strategy

- Objectives
- Targeting
- Positioning
- Scheduling strategy

IV Communication Strategy

- Message development research
- The creative theme
- Creative tactics and executions

V Media plan

VI Other Marketing Communication activities

VII The appropriation and budget

Situation Analysis

The first step in campaign plans is a situation analysis that summarizes all the relevant information available about the product, the company, the competitive environment, the industry, and the consumers. Sometimes called a business review, this information is obtained using primary and secondary research techniques. The six most important research areas are

- Product and company research,
- Consumer and stakeholder research
- Market analysis,
- Competitive analysis,
- Industry analysis, and
- Market place analysis.

Sales promotion is one of the important components of promotion mix. The components of promotion mix are as follows:

1. Advertising
2. Personal selling
3. Sales promotion
4. Publicity
5. Direct Marketing

Sales promotion includes several communications activities that attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales. These efforts can attempt to stimulate product interest, trial, or purchase. Examples of devices used in sales promotion include coupons, samples, premiums, point-of-purchase (POP) displays, contests, rebates, and sweepstakes



In a time when customers are exposed daily to a nearly infinite amount of promotional messages, many marketers are discovering that advertising alone is not enough to move members of a target market to take action, such as getting them to try a new product. Instead, marketers have learned that to meet promotional method in conjunction with advertising.

Other marketers have found that certain characteristics of their target market (e.g., small but geographically dispersed) or characteristics of their [product (e.g., highly complex) make advertising a less attractive option. For these marketers better results may be obtained using other promotional approaches and may lead to directing all their promotional spending to non-advertising promotions.

Finally, the high cost of advertising may drive many to seek alternative, lower cost promotional techniques to meet their promotion goals.

use of sales promotion. In the retail industry an appealing sales promotion can significantly increase customer traffic to retail outlets. Internet marketers can use similar approaches to bolster the number of website visitors. Another important way to create interest is to move customers to experience a product. Several sales promotion techniques offer the opportunity for customer try products for free or at low cost.

- **Providing Information-** Generally sales promotion technique are designed to make customers to some action and are rarely simply informational in nature. However, some sales promotions do offer customers access to product information. For instance, a promotion may allow customers to try a fee-based online service for free for several days. This free access may include receiving product information via e-mail.
- **Stimulating Demand-** Next to building initial product awareness, the most important use of sales promotion is to build demand by convincing customers to make a purchase. Special promotions, especially those that lower the cost of ownership to the customer (e.g., price reduction), can be employed to stimulate sales.
- **Reinforcing the Brand-** Once customer have made a purchase sales promotion can be used to both encourage additional purchasing and also as a reward for purchase loyalty. Many companies, including airlines and retail stores, reward good or “preferred” customers with special promotions such as e-mail “special deals” and surprise price reductions at the cash register.

Definitions of Sales Promotion

It is difficult to define sales promotion in a precise manner because it involves with a variety of activities and techniques. sales promotion refers to many kinds of incentives and techniques directed toward consumers and traders with the intention to create an immediate sales effects. There is no single definition of sales promotion which is universally accepted by one and all. There is a wide spectrum of views and different experts have defined sales promotion in different ways.

The definition given by American Marketing Association (AMA,1960)

“In a specific sense, sales promotion include those sales activities that supplement both personal selling and advertising and coordinate them and help to make them effective, such as displays, shows and expositions, demonstrations and other non-recurrent selling efforts not in the ordinary routine”

Many companies run display contest in order to get good exposure for their products, particularly during the seasonal period, Dealers are expected to buy a minimum quantity of stock during the display period and display them prominently in the show windows of the shop and in other prominent places. Company representatives then visit their shops and judge these display and award prizes to them.

Point-of-sale material: Trades are given attractive point-of-sale material for displaying the company's product. For example coca cola gives attractive cold storage refrigerator for its product; Cadbury's give attractive dispensers, etc.

Cooperative Advertising

The final form of trade-oriented promotion we examine is cooperative advertising, which involves the sharing of cost of local advertising by the dealer and the company. The dealer then has the name of the outlet printed below the advertisement and gets mileage in terms of consumer enquiries.

The most common form of cooperative advertising is the trade-oriented form, vertical advertising, in which a manufacturer pays for a portion of the advertising a retailer runs to promote the manufacturer's product and its availability in the retailer's place of business. Manufacturers generally share the cost of advertising run by the retailer on a percentage basis (usually 50/50) up to a certain limit.

Trade Oriented Promotions

Trader promotion takes up a significant proportion of most marketing communication budgets. Whether the promotion directly affects pricing or indirectly affects volume through merchandising material, the trade views trade promotions from the manufacturer as a way to move more money to its bottom line. Trade promotions are those that a company runs to elicit better and quicker response from the trade. These can be done when introducing a new product, to ensure enhanced stocking proceeding a good season, or to block a competition. Trade promotions are normally part of a push strategy, the assumption here being that if the trader has excess stock bought during a trade scheme he will be motivated to push the product in order to recover his investment as soon as possible.

Trade promotion is designed to improve relations with the trade in order to gain and hold new distribution, to build inventory with the trade, or to obtain trade cooperation and merchandising support. There are three basic categories of trade promotion that can be considered are: allowances promotions, display material promotions, and trade premiums and incentives

- *Allowance promotions* provide the trade with a monetary allowance of some kind in return for buying or promoting a specific quantity of a brand, or for meeting specific purchase or performance requirements.
- *Display material promotions* are when the manufacturer actually provides special display material to be used in featuring the brand, often in conjunction with a trade allowance.
- *Trade incentives* are special gifts or opportunities to earn or win valuable trips or prizes in return for purchasing specified quantities of the brand or meeting specific sales quotas.

Allowance Promotion

The type of allowance offered to the trade can take many forms: everything from reduced prices across the board, to reduce prices according to purchase volume, to free goods.

On-Consignment Sales

This tool is normally used by companies that are new entrants and are not known in the market place. Such companies encourage the trade to stock their product on an “on-consignment” basis and pay only when the products move off the shelves. This is a rather risky process and companies would do this only on a selective product and only with such traders who have excellent credit rating in the market place.

Dealer Contests

This is normally linked to the amount of merchandise the dealer purchases. Participating dealer are ranked across the region by the volume of sales in a particular time frame and get substantial gifts which may include car, refrigerator, TV sets or even a trip abroad for them and their family.

Dealer Gifts

Some companies regularly give gifts to their dealers to maintain good relations with them. These could be wall clocks, calendars, diaries even some items for personal use at home.

There are several ways for motivating the field force. some of the important tools are:

Incentive Scheme

Most sales force of today is incentivized in terms of their sales performance. Performance bonuses are awarded for sales over the target. These are normally worked out as a percentage increase over-and-above the budgeted sales.

Star Awards

Many companies recognize their star performers and reward them handsomely. These could be a trip abroad for family or substantial cash rewards. Some companies have functions where even the spouses of the star are invited for a company paid holiday.

Sales Meet

Many companies organize sales meets in attractive places like Goa, Kashmir, kodaikenal, etc. for their sales force. these are normally no holds barred meets where the field force is able to let their hair down along with their senior managers.

This acts as a tremendous motivational pill for these young salesmen. At these meets the targets for the subsequent period are also set.

Local Ad Budgets

Some companies delegate advertising budgets to their sales staff. they have authority to negotiate directly with their trade and local ad agencies and release ads for their territory. They also get budgets for local trade fairs, sampling, merchandising etc.

Promotional Aids

Most companies provide their field staff with promotional aids. Pharmaceutical companies provide their representatives with attractive leather bags and ties, FMCG companies provide them with T-shirts, caps etc.

Methods of Budget Allocation

One of the most difficult marketing decisions facing companies is how much to spend on promotion. It is not surprising that industries and companies vary considerably in how much they spend on promotion. 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.

➤ Affordable Method

Many companies set the promotion budget at what they think the company afford. This method of setting budgets completely ignores the role of promotion as an investment and the immediate impact of promotion on sales volume. It leads to an uncertain annual promotion budget, which makes long range market planning difficult.

➤ Percentage of Sales Method

Many companies set their promotion expenditures at a specified percentage of sales or of the sales price. Automobile companies typically budget a fixed percentage for promotion based on the planned can price. A number of advantages are claimed for this method.

- (i) The percentage-of-sales method means that promotion expenditures are likely to vary with what the company can afford – which satisfies the financial managers, who feel that expenses should bear a close relation to the movement of corporate sales over the business cycle.
- (ii) This method encourages management to think in terms of the relationship between promotion cost, selling price and profit per unit.

The major drawback of this method is that it does not provide a logical basis for choosing the specific percentage except what has been done in the past or what competitors are doing. It also does not encourage building up the promotion budget by determining what each product and territory deserves.

➤ Competitive – Parity Method

Some companies set their promotion budget to achieve share-of-wice parity with their competitors. Two arguments are advanced for this method. One is that the competitors"

the burden of converting the product into cash. They have in fact act as a surrogate in selling their merchandise in the market.

Bait and Switch Advertising

Bait means something that is meant to tempt someone. Under this strategy, the marketing manager use AIDA formula to tempt someone to look the advertisement and influence him to buy a product. For example, Bharat Sanchar Nigam Limited has used 10 paise prominently in its advertisement to bring the attention of its users in mind which will influence them to go for using the BSNL service. This way of tempting the viewer to opt for BSNL is called Bait advertising.

Switch means a device that is pressed or turned to stop or start something working especially by electricity. Switch advertising means when an advertisement is released, it should ignite the minds of the buyer to notice the advertisement and take a decision to buy the product. For example during festival times manufacturer may offer some discount on cash price to the buyer on some selected products. So he has put this in the local newspaper- which would have ignited the minds of the buyers. Buyers will certainly be influenced to buy the product. This strategy is called switch advertising strategy.

Summary

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. Sales promotion should attract the attention of the target audience. If the prices, discounts, off season facilities etc, are not adequately and effectively communicated, the effort of sales promotion would be wasted.

Lesson 5.3 - Brand Equity

Learning Objectives

After reading this lesson, you should be able to:

- Define brand equity;
- Understand concept of brand equity
- Appreciate the methods of measuring brand equity
- Understand how to manage portfolio brand

Introduction

A brand is a name, term, sign, symbol, or design, or a combination of them intended to identify the goods or services of one seller from among a group of sellers and to differentiate them from those of the competitors. Thus, a brand identifies the seller or manufacturer. Under trademark law the seller is granted exclusive rights to the use of the brand name in perpetuity.

This differs from other assets such as patents and copyrights that have expiration dates. If a company treats a brand only as a name, it misses the point of branding. The challenge in branding is to develop a deep set of meanings for the brand. Perhaps the most distinctive skill of professional marketers is their ability to create, maintain, protect, and enhance brands.

Brand Equity

There is no universally accepted definition of brand equity. The term means different things for different companies and products. However, there are several common characteristics of the many definitions that are used today. From the following examples it is clear that brand equity is multi-dimensional.

There are several stakeholders concerned with brand equity, including the firm, the consumer, the channel, and some would even argue the financial markets. But ultimately,

If a brand has abundant equity that does not necessarily mean it should be applied to other products. Procter and Gamble decided its hugely successful Pepsodent name could be used on different kinds of toothpaste but not on other product categories such as mouthwash. Strong equity does not guarantee success for new items or lines using the well regarded brands. For example, Levis tailored men's clothing and stop and shop of Chennai brand did not pass the test of continuing consumer acceptance.

Managing a Portfolio of Brands

Most companies have more than one brand; often they have more than one brand in a single product field. Each brand needs to be managed separately, but they also need to be managed together to avoid sub optimization.

The ideal situation is that each brand takes as many sales as possible away from competitors, but takes as few as possible from other brands. If each brand appeals to a completely separate segment from all others, there is no problem. Unfortunately, segments are rarely watertight and targeting is at best an inexact science.

Careful segmentation and positioning are the usual approach, and with constant refinement they can work well. Normally a firm with several brands in a product field will offer:

- A premium brand i.e. one that offers high quality and price;
- One or more 'flanker brands' offering either a value proposition (i.e., lower price for slightly lower quality) or a different set of benefits; and
- Possibly a 'fighting brand' to compete with the own label.

The main brand should occupy the centre of the defined market, in the segment containing the most consumers. Other brands can then be used either to increase total market share – by appealing to other segments – or as blockers to prevent competitors taking over those positions. If the central position is already occupied by a very strong competitor, it may not take sense to attack it head on, but to use flanking brands as the main assault.

A more recent name for arranging the portfolio is 'category management'. This means developing a strategy for the category as a whole rather than for individual brands separately and may include own label products packed for retailers. This has some appeal, and is often welcomed by the retailers themselves. This should make any company suspicious and

Lesson 5.4 - Linking Advertising and Sales Promotion

Learning Objectives

After reading this lesson, you should be able to:

- Appreciate the role of advertising promotion and the brand
- Understand the role of planning in advertising and sales promotion
- To know Leveraging of brand equity
- Understand brand value for non-business organisation

Introduction

There is no doubt that linking advertising and sales promotion together offers real advantage over using advertising or promotion alone. Nevertheless, while a brand's marketing communication profits from using advertising and promotion together, for most brands traditional advertising will almost always be more important. This stems primarily from advertising's brand attitude strength and the fact that brand attitude should be the central communication effect for all brands marketing communication. This may seem surprising given the fact that traditional advertising receives only about one-third of all marketing communication spending. Unfortunately, too often brands get caught up in short term competitive marketing and rely too heavily upon promotion.

What makes using advertising and sales promotion together so strong in the interaction between the long-term effects of brand attitude on building brand equity, and the tactical advantages of promotion. Without a strong brand attitude, promotion effectiveness suffers. When advertising has been effective in generating a strong brand attitude, all the brands uses of promotion become that much more effective. There are two principal reasons for this:

- When a strong positive brand attitude is developed through advertising it means that when a brand does use promotion the target audience will see the promotion as a better value, and
- The strong positive brand attitude also means that when a brand's competitors use