

MAIN WORK

MAC 332: ADVERTISING COPY AND LAYOUT

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that advertising supports marketing and it helps a company reach its marketing objectives.

Information

Information as a function of advertising gives relevant details about the product to the consumer or its product. It highlights the existence of the product, benefits, location, price, etc. It is useful to build a positive brand image for the product.

Education

This establishes the basic knowledge about the availability, usage and other alternative to the product. It can offer the right choice and open the consumer's mind to the quality of products available to improve their standards of living.

Persuasion

Persuasion in advertising is used to ensure a change of attitude in a consumer or prospect in favour of the product. It serves to motivate the consumer to try the product or keep using it, as the case may be.

Reminding

Advertisements serve to keep the product in the mind of the consumer. a continuous display of advertisements on the media helps to keep consumer in constant reminder that the brand is available and can be purchased at sales spots.

Cultural transmission / entertainment

Above these, advert serves to transmit culture as well as entertain its audience. Parts of the primary roles of advertising is to entertain its target audience, where advertising fails to achieve this, it may lose its sales message therefore turning off target consumers from purchasing the products. Adverts that mix work with play, gets the votes of the audience. Also, culturally, advertising should reflect the culture of the target audience which is directed towards.

SELF ASSESSMENT EXERCISE

- List seven functions of advertising.
- _____ function of advertising, provides details of the product to the consumer.

3.2 Types and Classes of Adverts

The types and classes of advertisements will be treated as one here because in discussing the classes of advertising, the types of advertisements will be

- (1) To expose students to the players in the advertising process.
- (2) To identify the role of each player in the advertising process

3.0 MAIN CONTENT

3.1 The Advertising Process

Just like most other endeavours, advertising is a process that involves different players. Different units contribute its' quota to achieve advertisements. These units or players as we may call them play individual but vital roles which are linked such that the absence of one affects the entire process or output. These players are the advertisers, the advertising agencies, the suppliers and the media.

The Advertiser

We can also call them clients; advertisers according to Arens et al (2008) are companies, manufacturer, patenters, developers, firms or any out fit that has a product to advertise. They sponsor advertising for themselves and their products. Their sizes differ and range from small independent businesses to huge international multinational companies. So also do they differ in type. Companies can offer services, goods, or ideas like banks; a social manufacturing company or a consultancy firm.

Advertisers have been classified into four; local, regional, national and international advertisers.

Local Advertisers

Also known as retail advertisers, local advertisers are advertisers who advertise directly to consumers. Usually they employ personal selling, publicity sales promotion and other marketing strategies to get sales for their product. Four types of local advertisers have been identified to include; dealers or major distributors of big national or international firms; stores that sell a variety of products e.g. a provision store; specialty businesses and services like banks, insurance brokers etc and; governmental and non-profit organizations. Three types of local advertising are *product advertising, institutional advertising and classified advertising*.

Regional Advertisers

Regional advertisers are companies who operate within a certain region usually made up of some states put together. Example is 'Baby Rising Powder' produced in south-south Nigeria and common in south-south states and adjunct states to the south-south region. Usually, adverts are extended only to areas where their market reach.

National Advertisers

These are larger than the regional advertisers because usually they cover many more states or at least more than one or two regions. Ideally, their markets cover and entire nation.

Advertising process involves an army of creative professionals. These professionals are specialist in a particular aspect of the advertising process, this makes the job however interesting. The input of an individual is never enough to get the copy to a desired destination. Just like manuscript needs to be proofed and edited back and forth until it is free of errors, so is advertising copy. The advertising process involves professionals like: graphic artist, public relations expert, marketing executive, illustrator, engineer, writer, artist, etc.

The peculiarity of an advertising copy has great impact on whether to engage independent or in-house advertisers; also, the geographical location of the advertisement would as well affect the appropriation that would be allocated to the campaign. A locally made advertisement would cost less than a regional and national advertising respectively. The media of advertising vary and broad, hence, various means of advertising abound, and all an advertiser need to do is engaged professionals that would identify the right media for the campaign he is sponsoring.

5.0 SUMMARY

The advert copy begins from the minds of the advertisers through the office of the advertising agency, either in-house or independent, with the help of the suppliers through the media, print, electronic, or interactive media to the customers or consumers. This unit x-rayed the process of advertising, pointing at the key players, types of advertising based on geographical disparities; advertising agency was quickly examined with emphasizes on the independent and in-house varieties. The unit was concluded with brief explanation on what advertising media is.

6.0 TUTOR MARKED ASSIGNMENT

- With a diagram, present the advertising process.
- Discuss the role supplier's play in producing an advert copy.

7.0 REFERENCES AND FURTHER READINGS

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especially those that deal specifically with the mass media vehicles, their effectiveness among their diversified audiences.

(iv) *Message to Selection*

Findings from research helps to determine the direction an advert copy will take. By studying consumers, advert messages are actually developed. Their likes and dislikes about the product is identified, components that determine preference for a particular product especially about another brand is identified and advert messages are designed to highlight product components that will suit the target audience.

(b) ***Creative Concept Research***

Having designed the advertising strategy in research, the creative concept for the advert is the next phase. The creative concepts actually describe the presentation or appearance of the advert copy. It answers the question, how can the advert copy be presented to appeal or attract to the audience? The make-up of the copy must be able to attract the audience attention.

At every state of developing the copy research is relevant. Once a concept is developed, research helps to identify flaws in the concept e.g. a focus group discussion can be organized to discuss the pros and cons of the concept. When a conclusion is reached, the copy is produced and tested. This leads us to the next purpose of advertising research.

(c) ***Pre-Testing and Post-Testing***

Since advertising cost is huge, advertiser will always want value for their money. One way to identify the presence of this value they seek is by testing the copy among a small group of the advert audience. Where copies are tested and desired values are not achieved, a re-strategy or review of the copy is done. Testing is categorized into two – testing before and after the target audiences are exposed to the copy.

Testing helps the advertiser make decisions especially as it refers to the product concept, product market, the consumer motives (by ensuring that the product are presented to suit consumer motive for consumption), message performance and media decisions. Also, testing helps the advertising assess overall performance of the advert copy.

3.2 Steps in the Research Process

There are five basic steps in advertising research, they include the followings among others:

1. Analysing the situation and defining the problem.
2. Conducting explanatory research (usually informally).
3. Establishing research objectives.
4. Conducting formal research.
5. Interpreting and reporting the findings.

6. **Box and Panels:** These are elements in a copy which display unique and special information other than those already displayed by the advertisement. They are used in such features as coupons, special offers and contest rules
7. **Slogan, Logotypes, Trade – Mark and Signatures:** These elements often show themselves in every advertisement. They are companies identifying tags; they differentiate one organization from another especially when they offer competitive brands. For instance: MTN, GLOBACOM, ETISALAT, and AIRTEL, all these organizations offer telecommunication services, if they have none of these elements, they might just confuse customers in a bid to identify with their preferred brand.

SELF ASSESSMENT EXERCISE

- Mention and explain the elements of an advertising copy.

Vital Question to Ask Before Displaying a Copy

Copy writing is not done haphazardly; it requires critical thinking, meditation and experimentation of creativity. It does not matter the media variety you are writing for, the common consensus is that a copy writer must be skilled in words, and have good understanding of his target audience to which the communication is directed. John – Kamen (2006:163) says “copy writers often do more than writing headlines and text. They are frequently called upon to help plan the layout and illustration for the print advertisement or to develop the idea on which it is based”.

For an advertising copy to appeal to its audience, it must stimulate the five sense organs of man, hence, our actions and reactions are predetermined by these organs. These are the vital questions that must be answered by a copy writer before displaying his creative work or copy. These include:

- a. Can this copy attract attention?
 - b. Can it arouse desire
 - c. Is it capable of creating interest?
 - d. Can it provoke purchases action?
- a. **Can this copy attract attention?:** The first purpose of a copy is to catch attention, if it fails here, it would fail in other stages of the campaign process. Attracting consumer’s attention is the best bet of a copywriter. So every creative measure to enable this should not be compromised.
 - b. **Can it arouse desire?:** If a copy succeed to attract attention, the next is to determine whether it stirs interest in the audience. To arouse desire is to make one long for something or someone. This stage of the copy is crucial

and should not be jeopardised by non-availability of the brand as promised in the advertisement. The desire of consumers to purchase a product is the key to achieve an advertising objective.

- c. ***Is it capable of creating interest?:*** Desire gives birth to interest, if the desire to have a product or service is there, automatically, the interest to purchase would follow. If a copy moved to create an interest in the brand, it is almost successful. It is a different scenario, if interest persists and will to purchase the brand is not there, hence, that does not mean the goal of the copy is defeated. This leads us to the last question that needs to be self-asked by a copy writer before showing or displaying his creative work.
- d. ***Can it provoke purchasing action?:*** the bottom line of an advertising copy is to encourage the sales of a brand. A copy should above all other vital questions be able to provoke buying attitude of consumers toward the brand displayed to them, by so doing, the advertiser would do more to advertise his brands in the agency.

SELF ASSESSMENT EXERCISE

- Mention and explain the first four vital questions needed to be asked by a copywriter before displaying his copy.

4.0 CONCLUSION

Understanding advertising copy and its function in the total advertising process is vital to a successful advertising campaign. Copy as a critical element of advertising process should be given enough time to be produced, tested and disseminated to the right audience in order to achieve the basic objective of salesmanship. So many quacks parade the advertising industry, claiming what they are not, they manage copy jobs and mess them up. We often see some substandard advertisement on the media and wonder why such is displayed in the first place. Sometimes, it is because advertisers want cheap publicity; as a result, they mess up their brands and so demarket themselves ignorantly. It is better not to advertise a brand than projecting a killer-advertisement that can disrepute an organization.

5.0 SUMMARY

Advertising copy was enumerated in this unit, the concept of copy, copywriting and who a copy writer is were explained explicitly. This unit started with the definition of the advertising copy, touching contributions from advertising experts, it further considered the seven elements of the copy writing in brief. Afterwards, the unit was concluded with the vital question needed to be asked before the display of an advertising copy.

- To identify factors to consider when planning an advertising campaign.

3.0 MAIN CONCEPT

3.1 Campaign Planning in Advertising

“Campaign” is a word that has affinity with war or military operation. Campaign, when embarked upon is directed towards achieving a particular end using all the means available to it, whether favorable or not. However, all campaigns require a carefully thought-out plan or activities which purpose is basically to attain a definite objectives or goals.

In like manner, it is with advertising campaign because ammunitions of research, co-ordination with sales plans, co-operation with retailers, public relations, Media planning and so on will be used to attain the ultimate goal of the campaign.

John – Kamen (2006:126) defines advertising campaign as “an organized and carefully use of paid publicity for the achievement of a definite purpose”. He furthers by opining that most advertisement in the national magazines, radio, newspapers and television, is part of a campaign that has been carefully planned and laid out well in advance.

Campaign Planning

A primary and definite goal is the purpose in the mind of a successful advertiser when planning a campaign. Also, acknowledging the fact that every business entity primarily exists for the goals of profitability and growth through sales among other things. Hence, that is not precisely enough to guide its advertising campaign. However, businesses must carefully scan their operation environments; analyze them via their strengths, weakness, opportunities and threats (SWOT) indices, afterwards, scrutinize the entire situation and decide the best approach to launch their campaigns. The campaign principle that ensures result is to launch sales messages in the best convincing and provoking ways that can endear customers to purchase the brands sold to them through advertisement.

Objectives of Advertising Campaign

An objective of advertising campaign varies in line with the function of advertising. The primary objective of every advertisement is salesmanship. Increasing brands awareness and developing a reputable image for an organization, and adding to the core objectives of advertising campaign. The followings are other objectives of advertising campaign:

- To Secure New Dealer:** An organization may want to increase its brands in the market by seeking distributors to do this for it by

4. *You must make people believe it:* Believe is a mental attitude, it can motivate or demotivate a person. Most people believe aid them in life to either achieve success or become failure. In the bible, romans 10:10 to be precisestates that man believes with his heart before he confesses his support for or against a faith. As creative personnel, if your copy lacks the trust of your audience, it aims automatically is forfeited. It is therefore your job to package messages in a way that would provoke sympathy or patronage for your products or service, making it truthful and simple. This principle according to John-Kamen (2006:149) calls for the principles of truth and restraint moderation in advertising copy. “These principles are unfortunately and frequently disregarded. Some copy are full of extravagant claims and superlative statements, which are far from convincing. As a matter of rule, over statement is less powerful than understatement. Make fewer promises to your audience but deliver more. With this, you would win their loyalty for a long period of time.

5. *You must make people want it:* It is not all advertisement that leads to immediate sales. Some advertisements are projected with the aim of creating goodwill and friendliness. Their aim is to register its presence in the mind of the audience to provide them with different choices of product or service. Hence providing consumers with substitutes. For example, Coca-Cola and Pepsi can operate on this level. As an advertising copy writer, your copy must stir up the desire of your audience to want and desire the product or service being sold.

John-Kamen (2006) finalizes that a copy writer must uphold these five principles with utmost sacredness. He points that “if a copy has been seen, read, understood and believed, if it leaves the reader cold, nothing has been achieved.”

Elements of a Copy

Having exhausted the principles of an advertising copy, it is necessary to know and understand the various elements that characterize a copy. These elements are rarely lavished on a particular advertising campaign, Ucheanya (2013) posits that copy elements are inputs in an advertising copy which direct and ground the objective of a copy to its target audience in such a way that patronage would be given in return. John-Kamen (2006:155) supports the position of Ucheanya, by itemizing the elements of a copy. An advertisement will be made of two to three of the common elements. Certainly, there is no rule governing the use of these elements. The peculiarity of an advertising campaign is pre-requisite to which elements to be used.

The followings are the element of an advertising copy according to Kanem-John (2006).

- i. The headline
- ii. The subhead
- iii. The body copy
- iv. The caption
- v. The blurb or balloon
- vi. The box and panels
- vii. Slogans, logotype and signature.

1. **The headline:** being the first element of a copy, it is the first contact element to target audience. It is displayed in large type face than the rest texts. It is designed with illustration to capture the attention of the reader. The headline usually presents a selling idea which intrigues prospects to further read the advertisement.

2. **The subhead:** This is displayed below the headline, it is written in small type face than the headline but larger than the body text. In some cases, sub-head are placed before the headline because of the role it has to perform in the advertising copy. It usually consist some crucial information the advertiser wants his audience to know before the copy illustration. Research has shown that people reads the headlines and subhead and quit reading the advertisement. It is not all advertisement that requires subhead. For instance advertising an institution does not need it, because it has no selling points to get across like a product. Subhead is useful only when full text reading is not needed.

3. **The body copy:** This is the part which tells the story of the advertisement. All details that the advertiser wants to get across to his audience are exhausted in this element. In the body copy the writer gets down really to the important facts and business with the readers. John-Kamen (2006:156) explains that “some advertisement copy do not have body copy from a technical stand point. They contain no major unity type.” Advertisement built around a cosmic-strip style, picture, and caption advertisements, fall into this category.

4. **Captions:** They are small unit of types, used with illustrations, coupons and special offers. They are generally less important to the main selling points in the advertisement than the body copy. They

communities, the advertiser can choose between AM or FM station to run his advertisement. It is also pertinent for the advertiser to know the reach of these modulations. An AM go farther than FM because it reaches beyond the areas of its usual coverage and a longer distance than the radio transmitter. It is usually used by network stations. AM is a broadcast on the standard broadcast band of 535 to 1605 kilohertz. FM radio station broadcast on the band of 88 to 108 megahertz and provide static-free reception. It covers a shorter distance from the station transmitter but provide listener with a better quality broadcast in stereo sound. FM is preferred by listeners with stereo radio receivers. Both modulations are advised to be considered by advertisers. However, many businesses have discovered that radio commercials on FM stations do an excellent job of reaching their desired listeners.

Planning and Preparing the Radio Advertisement

Planning radio advertisement requires the full attention of the advertiser; it must not be handled alone by the media staff. Planning it requires some crucial details and information which the media staff may not be prior to except the advertiser. Selecting the right message and scheduling the right broadcast time on the right station are crucial to getting positive results from radio advertising. The planning according to Harland *et al* (1999:95) should include decisions about:

- i. *What should be advertised*
- ii. *Who the target audience will be*
- iii. *What message would attract the audience attention?*

For instance, if you wish to reach a teenage audience, locate their radio format and identify their belt. Often the teens are disposed to radio from mid to late afternoon when students are just out of school and early evening after dinner hour, when they are studying are preferred times.

If your target audience is a rural audience, early morning, noon time and early evenings are the best broadcast times. Try to have advertisements carried with the farm market reports or news program. As for workers in the cities, early in the morning or in the afternoon are the best times to reach them. You can reach many people who commute to work by broadcasting your message during **drive time**. Drive time refers to those hours when people are most apt to be in their cars going to and from work. For most communities, this time is from 6 to 9a.m and 3 to 7p.m.

Preparing Radio Advertisement

formatting by enabling stations to create a narrowly focused format. For example, ESPN formats exclusively for sports, CNN relates news, and African magic format shows local movies and so on.

Planning and Preparing of Television Commercials

George *et al* (1995:308) identify that one of the first decisions that has to be made in planning a TV commercial is the type of appeal and execution style that will be used. Television has rational and emotional advertising appeals or combination of both which can be utilized by an advertiser to achieve his advertising goals. Various execution styles used with rational appeals such, as a straight sell or announcement, demonstration, testimonial, or comparison, work well on television. Advertisers recognized that their commercial must break through the clutter and grab the viewer's attention.

Harland *et al* (1992: 97) posit, "One way to ensure a quality picture in a television advertisement is to film it with television camera using 35mm film rather than a video tape recorder". It costs more to use a camera, but quality output cannot be compromised if the desired result is expected.

Contrary to George's first step to television advertisement, Harland *et al* (1992) upholds that the first to television advertisement is to ask "what should be advertised?" He advice that local advertisers must be sure that their advertisements should compare favorably with those run by national advertisers, who have considerably more money to invest in the production of their advertising.

Advertisers must often appeal to emotional and rational buying motives. Television is essentially an entertainment medium, and many advertisers recognize that their commercials are successful because they entertain as well as giving information to their audience.

Planning the Commercial

All elements of television commercial are brought together in a script. Script is a written version of a commercial that provides a detailed description of its video and audio content. The script reveals the various audio components of the commercial, the copy to be spoken by voices, and music and sound effects. The video portion of the script provides the visual plan of the commercial, camera actions and angles scenes, transitions and other important descriptions. Scripts further show the relationship of how the video corresponds to the audio portion of the commercial.

Once the basic script has been conceived, the writer and the art director get together to produce a story board, a series of drawings of the video scenes and descriptions of the audio that accompanies each scene. Like layouts for print advertisements, story boards provide those involved in the production

Media planning is a prerequisite to planning a successful advertising. Media are vehicles that convey the advertiser's messages to the target audience. When advertising media are absent, advertising message is worthless. Some school of thought had it that the media is synonymous to the message, hence, where the media is not seen, advertising message die a natural death.

More so, the evolution of existing and introduction of new media have contributed to the already difficult challenges of media planning. Planning when, where and how the message is to be, is develop the framework that will deliver the message to the target audience in the most efficient and cost-effective manner possible in a way that will communicate what the product can do.

This unit presents an overview of media planning; it shows the problems bedeviling media planning and presents a diagrammatic illustration of the activities involved in developing media plans.

2.0 OBJECTIVE

At the end of this unit, students would understand:

- What media planning is
- The problems facing media planning
- The activities involved in developing a successful media plan.

3.0 MAIN CONTENT

3.1 What is media planning?

George *et al* (1995:318) define media planning as “the series of decisions involved in delivering the promotional message to the prospective purchasers or users of the product or brand”. Media planning involves activities varying from conceptualization to purchasing and utilization of airtime and space. It is a process in which a number of decisions are made, some would be altered while some changed; these processes continue as the plan develops.

When this process is actualized, it becomes a media plan. Media plan puts very much interest in the medium of communication because; it is this medium that helps to determine the budget that would be set for the advertising campaign. It is really not a mean task putting together a concise media plan; nevertheless, the medium is the general category of available delivery systems, which includes broadcast media such as television and radio, print media such as Newspapers and Magazines, direct mail, outdoor advertising, and other support media.

Source: George et al (1995: 320)

SELF ASSESSMENT EXERCISE

- With the aim diagram, explain the activities involved in developing the media.

4.0 CONCLUSION

Media planning is a broad subject which cannot be exhausted in this module or unit. It is the heart of advertising and which need not be taken haphazardly or with levity. Media planning focuses on how to determine the right medium or corresponding media that will give an advertiser's product or service the desired response and patronage.

Media plan requires a high level of professionalism with long years of experience from media managers to be able to come up with a master plan for a winning campaign. Though it is a painstaking task, it pays well afterwards. Any media manager who draws up and implements a successful plan would enjoy patronage from other firms and by so retain a lasting goodwill and reputation until proven otherwise. The big names we hear in advertising community, such as: Prima Garnet, Procter and Gamble, etc have proven their expertise in time past and are now enjoying the benefits thereof.

Media planning evolves around decisions and media alternatives. The complexity of this concept basically lies in selecting alternatives from the same media and determining their effectiveness. Taking dropping and developing on decision, it is still the surest way to come up with an excellent **media campaign**: interplaying ideas and creativity makes a good advertisement but interplaying quality decision produces a perfect master piece of media plan.

5.0 SUMMARY

A small business owner, who probably do not have the luxury of a large advertising budget can make the most of limited advertising naira by establishing clear advertising objectives, such can also make use of low-cost but effective advertising strategies. A good number of possible objectives and strategies suitable for the business is suggested below. They include:

Product Demonstration

One advertising objective is to demonstrate the effectiveness of a product or services, or its ease of use. A common example is the "before and after" technique, which shows how well a product cleans, improves appearances or enhances quality of life. If one operate a business that involves selling cosmetic products, before/after photos or video can demonstrate the effectiveness of the cosmetics on the customers. If you operate a hair salon, photos of satisfied clients can show off your skills to potential customers also.

Creating Image

Businesses may use advertising for the objective of building a company or brand image. Insurance agencies often attempt to position themselves as trustworthy by guaranteeing that consumers can count on them in their time of need. Car dealers use advertising to establish a reputation for fairness and honesty. Retailers may attempt to create an image of always offering the lowest prices or providing the best service. Educational institution may build for themselves an image of quality and uninterrupted academic services and so on.

Change of Perceptions

An advertising objective may be to alter the perceptions of the public. A business that has developed a reputation in the community for treating customers poorly can use advertising to tout its new customer-service policy. The owner of a restaurant that is perceived to serve an upscale clientele may advertise new menu choices and prices to appeal to a wider range of diners. An individual perceived to be a hooligan and tout can use advertising to alter his perception of a changed life; that after being preached to about Jesus Christ repented and became born again.

Strategy of Special Promotion

One other way to set an advertising objective is by giving a good discount on a product or service. Also, it could be that for every purchase of two items, the customers get one free. More so, a typical small-business advertising strategy could be to make use of special promotions. By developing an email database, one can send customers coupons or invite them to special sale events. Another technique is to attach coupons to receipts that allow for savings on future purchases.

Media mix helps advertisers to add versatility to their media strategies because each medium has a distinctive role it plays in the advertising campaign, hence making a meritorious contribution to the process. Through effective media combination, advertisers can increase their coverage, reach and frequency level in addition to achieving an overall communications and marketing goals.

b. Determine target market coverage

To achieve coverage of target market, it is the responsibility of the media planner to determine which target audience should receive the most media emphasis. Target audience could be segmented by age, gender, race, etc. in this regard, let us take age as the segmentational determinant; where you have a product which is useful for people at age 15-25, 26- 50, and 51- and above. After a careful research, you realized that customers between ages 26-50 use the product more, then your media campaign coverage should reach to these class more than other ages.

George et al(1995) opine that developing media strategies involves matching the most appropriate media to the market by asking the question, "Through which media and media vehicles can I best get my message to prospective buyers?" the bone of contention here, is the market coverage . Sometimes, in a bid to cover a target market, media planner may be reaching some areas with potential customers but with less exposure; what happens is that some potential customers are not exposed to the advertisement due to wrongly used media combination.

The goal of the media planner is to extend media coverage to as many of the members of the target audience as possible while minimizing the amount of waste coverage. The situation often involve trade-offs. Sometimes, one has to live with less reach than desired: other times, the most effective media expose others not sought. In this instance, waste coverage is justified because the media employed are likely to be the most effective means of delivery available and the cost of the waste coverage is exceeded by the value gained from their use.

c. Scheduling

Without gainsaying, organizations would like to retain their advertising before their customers at all times as a continuous reminder of the product or brand name. Realistically, this is not obtainable for a variety of reasons, not even the least which is the budget nor is it necessary. The aim of scheduling is to time the efforts of the promotion so they would coincide with the highest buying time. For some product, this times are not easy to identified, for some they are obvious. There are three scheduling methods available to the media planner, these include:

- a. Continuity
- b. Flighting
- c. Pulsing

Continuity: this refers to a continuous pattern of advertising, which may mean every day, every week or every month. The key is that a regular continuous pattern is developed without gaps or no-advertising period. Such strategies might be used for promoting a food product, laundry detergent or other products consumed on an ongoing basis without consideration for seasons.

Merits

- ✓ Serve as a constant reminder to the customer
- ✓ Allows for media priorities(quantity discount, preferred location, etc)
- ✓ Covers the entire buying cycle

Demerits

- ✓ Higher cost
- ✓ Potential for over exposure
- ✓ Limited media allocation possibility

Flighting: this method employs a less regular schedule, with intermittent periods of advertising and non-advertising. Sometimes period, there are heavier promotional expenditures and others, there may be no advertising.

Merit

- ✓ Cost efficiency of advertising only during purchase cycle
- ✓ May allow for inclusion of more than one medium or vehicle with limited budget.

Demerit

- ✓ Weighting may offer more exposure and advantage over competitors
- ✓ Increased likelihood of wear out
- ✓ Lack of awareness, interest, retention of promotional message during non-scheduled times
- ✓ Vulnerability to competitive effort during non- scheduled period

Pulsing: this is actually a combination of the first two methods, in pulsing strategy, continuity is maintained but at certain times promotional effort are stepped up. The scheduling strategy depends on the objectives buying cycles and the budgets among other factors.

Merit

3.1 Media Planning In a Contemporary Environment: An Elementary Analysis

Media planners are making more use of product placements now, in lieu of advertising insertions. Advertising insertions, like print advertisement or television commercials, are made separately from the content and are inserted into it. The advertisements are distinct from the articles or TV programs, not a part of them. As a result, the advertisements seem intrusive. In contrast, product placement (also called brand placement or branded entertainment) blends product information with the content itself. Whether content is a television program, movie, video game or other form of entertainment, product placement puts the brand message into the entertainment content. For example, in the movie *E.T.*, the extraterrestrial eats Reese's Pieces candy. The candy was authentically integrated into the movie? and sales of Reese's Pieces soared 80% after the movie, catapulting the new product to mainstream status. On the other hand, inappropriate or excessive product placements may do more harm than good to the brand.

The role of media planners has expanded as media planners have moved beyond planned messages to take advantage of unplanned messages as well. Whereas planned messages are what advertisers initiated, like an advertisement, press release or sales promotion, unplanned messages are often initiated by people and organizations other than advertisers themselves. Word of mouth, both online and offline, is one form of unplanned message. Although advertisers have little direct control over the flow of unplanned messages, they can facilitate such a flow.

Media Planning Process

How is a media plan developed? Media planning is a four-step process which consists of:

1. Setting media objectives in light of marketing and advertising objectives,
2. Developing a media strategy for implementing media objectives,
3. Designing media tactics for realizing media strategy, and
4. Proposing procedures for evaluating the effectiveness of the media plan.

Now, let us take a deeper look into the media planning process. Media planning, such as planning the marketing communications for the launch of a new product, starts with setting media objectives. Media objectives usually consist of two key components:

- ✓ Target audience and
- ✓ Communication goals

The target audience component of the media objectives defines *who* the intended target of the campaign is. For example, P&G's target audience objective for its new product was men 18-40 years old. The communications goals component of the media objectives defines *how many* of the audience the campaign intends to reach and how many times it will reach them. In short, *media objectives are a series of statements that specify what exactly the media plan intends to accomplish*. The objectives represent the most important goals of brand message dissemination, and they are the concrete steps to accomplish marketing objectives.

a. Target Audience

The first objective of a media plan is to select the **target audience**: the people whom the media plan attempts to influence through various forms of brand contact. Because media objectives are subordinate to marketing and advertising objectives, it is essential to understand how the target audience is defined in the marketing and advertising objectives. The definition may or may not be exactly the same, depending on the marketing and advertising objectives and strategies. A common marketing objective is to increase sales by a specific amount. But this marketing objective does not specify a target audience, which is why no media objective is needed. The target audience is often defined in terms of demographics and psychographics.

Demographics of media consumers, includes: gender, age, education, household income, marital status, employment status, type of residence, and number of children in the household. Using demographic variables, for example, the target audience of a media plan could be "individuals who are 26-to-45 years old with yearly household income of N500, 000 or more" or "all households with children age 3 years or younger." Some advertisers believe that demographic definitions of a target audience are too ambiguous, because individual consumers that fit such definitions can be quite different in terms of their brand preference and purchasing behaviour. For example, think about the students in a media planning class. Even though some of them are the same age and gender, they may like different brands of toothpaste, shampoo, cereal, clothing, and other products. Therefore, media planners use psychographics to refine the definition of the target audience more.

Psychographics is a generic term for consumers' personality traits (serious, funny, conservative), beliefs and attitudes about social issues (opinions about abortion, environment, globalization), personal interests (music, sports, movie going), and shopping orientations (recreational shoppers, price-sensitive shoppers, convenience shoppers). Mazda, for example, doesn't define its target audience by age, income or gender, but by psychographic principles. Mazda targets people who have a need for self-expression, are young at heart, and love to drive.

The development of advertising media plan follows a systematic path especially with emphasis on the best way to deliver the message. The process involves four stages which are:

1. **Market Analysis:** this focus on the review of both internal and external factors, competitive strategies and the likes. This allows for an evaluation of market analysis with focus on the media and delivery of the message.
2. **Establishment of media objectives:** this should always lead to the determination of specific media objective as stated in unit three.
3. **Media strategy development:** this is concern with the direct action of implementing the media strategy in order to produce a desirable goal.
4. **Evaluation and follow up:** the media planner at this stage assesses the performance of the planning exercise and then makes recommendations or start up the process all over if the desired result is not got.

In the light of this, media planning is a painstaking process which detailed a step by step procedure to determine the right media and vehicles for an advertising campaign. Media planning to the advertiser is simply a fact of the general problem of allocating financial resources in a way to optimize long-term profits. In this respect the area of influence that the media planner can exert is fairly narrow. It is often difficult to suggest that money allocated for advertising would better be allocated to research and development.

The various stages through which a media plan evolves within an agency are quite complex. They will vary from agency to agency, and within agencies and also from account to account. Often, the variations depend on the size of the problem to be tackled, the agency's organization and its relations with its clients. The development of all media plan should follow similar pattern.

5.0 SUMMARY

Advertising media plan is crucial in the production and dissemination of advertisement. Any advertisement without concrete media plan is doomed, because, such advertisement might just be addressing the wrong audience and direction. Media plan is therefore research-oriented procedure which requires a high level of professionalism in the part of the agency managing it.

This unit gave a cursory look into what advertising media is. It concluded the entirety of the media plan by exhausting matters on media planning process, advertising media objectives, hence, target audience and advertising communication goals. Furthermore, four types of target audience where explained to give readers varieties to choose from, also, how to set goal for advertising media was enumerated; theories from different schools of thought were examined. Michael Naples, Philip Jones