

Chapter no	Title of the lesson	Skill	Activity
18	ADVERTISING INDUSTRY	Interpersonal communication, Problem solving,	Make a list of 10 ads that make the reader/viewer/listener desire the product being advertised.

Summary; Advertisement plays an important role in day to day life. People often like to buy new products but advertiser and ad agencies believe that customers have needs and desires, which are fulfilled through sale and purchase of goods. Industrialist use advertisement as tools of increasing sale and create demand in market. They use various forms of advertisements Print, Audio and Video. Every day you read and listen to all the advertisements in newspapers or watch then on television . Advertisement works on various variables out of them creativity is most essential one. Importantly, advertising industry basically works on the principle of key attention of the consumer.

Whats Important to Know

PRINCIPLE OF ADVERTISEMENT

There are some basic principal to be kept in mind when producers create an advertisement.

- People have some basic needs – physiological, safety, love esteem and self-confidence.
- Advertising keeps these needs in mind and appeals to emotions of envy, fear, and anxiety about one’s status and appearance.
- The key principle of advertisement is to gain the attention of the consumer.
- To get the attention of consumer, advertiser work with size, colour, visualization, slogan etc.
- The ads stimulate desire.
- Advertisements try to make people want the special product that is being advertised.
- Most importantly, advertiser makes consumer to feel special, exclusive or ‘cool’.

➤ **Some Important Advertising terms to remember;**

Jingle	Spot	Consumer
Rhyming songs	Advertisement on audio/visual medium	Consumer is a person who uses any product or service.

PLANING AN ADVERTISEMENT

Some key question such as the following are to be kept in mind before planning an advertisement.

1. Who is the target group for the advertisement?
2. What message is to be conveyed through the advertisement?
3. Where is the target group located?
4. How will the ad agency reach this public, the target group?
5. When and for how long will the ad campaign run?
6. How long should an individual ad be?
7. Choose the language of the advertisement.
8. What kind of visuals(people/objects) should be used in making the ad?

GUIDELINES FOR ADVERTISING

There are some important guidelines laid down for advertisement makers and should be kept in mind when producing an advertisement.

Products	Intoxication	Soft drinks	Medical
Guidelines	Tobacco products, alcoholic drinks and other intoxicants cannot directly endorse the product.	The ads on aerated water should contain a declaration that no fruit juice/fruit pulp has been added and it is not artificially flavored.	Before broadcast script approval of the Drugs Controller is essential.

SOME KEY JOBS

Creative directors	Copy writers	Visualizes	Freelancer	Production in charge	Media planner	Market research
-Senior position in ad agency. -To coordinate and supervise the product of the ad.	Copywriters have responsibility of writing advertisements such as, taglines, slogans, jingles and dialogues.	They are artists who create images based on what the copy writer has created.	A Freelancer works independently for people and has no long term contract with any organization.	This person heads the Production department.	This person prepares and allocates the budget for the ad.	Group of researchers work to know about customer's like and dislikes.

Do you know

- Advertisement make consumer feel special, exclusive or 'cool'.
- Jingle is a rhyming song that can be traced back to 1923 when radio came to the public.
- COPY is known as (texts, songs, slogans etc)
- Ads cannot be insulting of any race, caste, colour, creed or nationality.
- Ads cannot provoke people to violence, crime or cause disorder.
- Ads cannot be presented as news, it cannot portray women as passive, weak or submissive.

Advertisement

- Advertisement is paid for
- Advertisement is direct and explicit
- People will know immediately what is being advertised and who is behind the advertisement

Public relations

- Public relations (PR) is not paid for directly
- PR is subtle and indirect.
- People may not immediately know who is behind the PR exercise.

Extend your Horizon (ADVERTISING AS A CAREER)

- People can join a television company, a radio station, a newspaper or magazine in advertorial department.
- They also can join a manufacturing company and work as Brand Managers.
- Brand Manager makes plan, develop, and direct the marketing efforts for a particular brand or product.

Evaluate yourself

- List out five points to be kept in mind while planning an advertisement campaign.
- What is the role of creative director, explain in detail? Watch 'Bisleri' water advertisement, Write down the role of creativity in that advertisement.

Maximize your marks

- Attempt all the exercises given in the lesson.
- Jingle "rhymes" song broadly used in commercial radio programme started in India, select any five jingle songs and discuss their impact.