

## ADVERTISING MANAGEMENT: A PROFOUND VALLEY

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**Abstract :** There is a huge misconception about Marketing and Advertising. They mean both are one and the same thing. But to start with advertising is just a part of marketing. Advertising is much above what we see. To end up with an excellent advertising campaign, it involves at length research and finding out the target audience which can turn up to be a customer.

*“Advertising management can address the whole process - the function of marketing starting from market research continuing through advertising, leading to actual sales or achievement of objective, potentially including evaluation of the entire cost-benefits to the company involved.”* Advertising Management does functions like media strategy, message strategy, media planning, media buying, etc. Advertisement is not just the source for the exposure of the brand to the customer but now a very eminent part of entertainment and an unbreakable part of entertainment industry. So it needs a careful hands to what, where, when and how to create the ad appealing the audience. It has to be that eminent that it clicks and retain in the minds of the target customer.

**Keywords:** Marketing, Advertising, Advertising Management, Media and Media Planning, Cost Benefit.

### 1 INTRODUCTION

There is always a myth of how about the concept of Advertising and Advertising Management. While advertising is the promotional campaign itself, advertising management can address the whole process - the function of marketing starting from market research continuing through advertising, leading to actual sales or achievement of objective, potentially including evaluation of the entire cost-benefits to the company involved. Advertisement results to be effective when they are managed well. It is very important to know for whom the advertisement is been made and what appeals them.

Advertising Management takes care of  
Market Research - → Actual Sales → Achievement of Objective → Potential  
Evaluation of the Entire Cost → Benefits to the Company Involved  
Sub-functions of Advertising Management

### ADVERTISING MANAGEMENT INVOLVES VARIOUS FUNCTIONS LIKE:

**Media Strategy-** Media Strategy concerns of how messages will be delivered to consumers or niche markets. It involves: identifying the characteristics of the target audience or market, who should receive messages and defining the characteristics of the media that will be used for the delivery of the messages, with the intent being to influence the behaviour of the target audience or market pertinent to the initial brief. Examples of such strategies today have revolved around an Integrated Marketing Communications

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approach whereby multiple channels of media are used i.e. advertising, public relations, events, direct response media, etc. This concept has been used among proponents of entertainment-education programming where pro-social messages are embedded into dramatic episodic programs to change the audiences attitudes and behaviors in such areas as family planning, literacy, nutrition, smoking, etc.

**Message Strategy-** Message Strategy concerns with what to be shown in the ads.

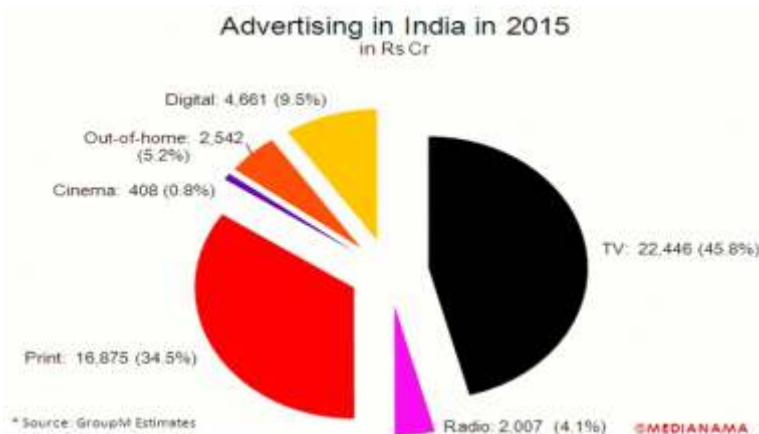
**Media Planning-** Media planning is generally the task of a media agency and entails finding media platforms for a client's brand or product to use. The job of media planning is to determine the best combination of media to achieve the marketing campaign objectives. In the process of planning, the media planner needs to answer questions such as:

- ◆ How many of the audience can be reached through the various media?
- ◆ On which media (and ad vehicles) should the ads be placed?
- ◆ How frequent should the ads be placed?
- ◆ How much money should be spent in each medium?

**Media Buying-** The main task of media buying lies within the negotiation of price and placement to ensure the best possible value can be secured for an advertisement. The type of people who negotiate the price of these advertisements are labeled "Media Buyers" in the workplace.

### MEDIA: CONCEPTS AND TRENDS

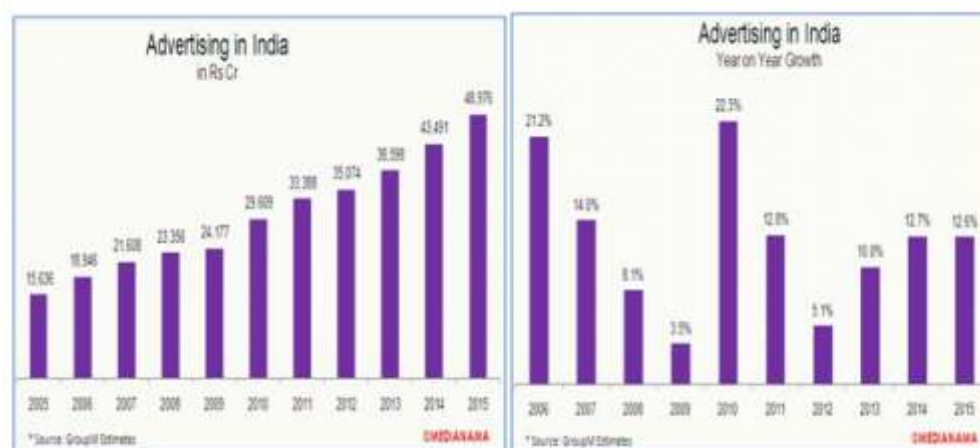
There are various types of media which are being effectively used by the advertisers. The below chart shows the market share of different types of Media.



It has been observed that none of the advertisers uses just one form of advertising media. They mix the different types of media, which can also be called as IMC. Not only is that, but the selection of media equally important. For example for LAKME product the best media opted would be Television because as per the characteristics of target audience they are mostly found over the television. To be precise the channels like Zee, Sony, Color or Star Plus should be used as the target is mostly found watching these channels. The second factor to be considered during the selection of the media is the character of the product. And such beauty products can be best projected through audio visual media. And if the product is DELL laptop the media opted would be Business Magazines due to the same reasons.

### ADVERTISING INDUSTRY

Due to the increasing competition the Advertising Industry has taken a growth. Now, let's check some statistical chart which gives a clear picture of the advertising industry.



### TOP 10 INDIAN ADS OF LAST YEAR

1. Nescafe- Stammering standup comedian
2. Idea- “No ullubanaoing”
3. Bournvita- Mother and Son “Abhi race khatamnahihui”
4. Snickers- You are not you when you’re hungry
5. Fastrack- Dump them, move on
6. Imperial Blue- Men will be men
7. TBZ- Wedding ads
8. Cadbury Bournville- Not so sweet
9. Samsung Note 4- Dad and Daughter
10. OLX- O Womaniya

These are few excellent example of a good analysis and implementation of Advertising Planning.

### EXPECTATIONS WITH CONNECTION TO ADVERTISING INDUSTRIES

- ◆ e-Commerce is expected to lead the charge in 2015 in terms of ad spend growth although from a relatively smaller base than more established categories. There is increased competition in this sector and no dearth of funding. This is the result due to the increasing growth of using internet for various purpose like education, social connection, buying, etc.
- ◆ FMCG, Auto and Telecom are expected to do better than the previous year.
- ◆ More multinational entrants under single brand retail are likely to add to retail spending.
- ◆ Recent rate cuts by the Reserve Bank of India will stimulate the banking sector.
- ◆ Higher spends from the Central Government as they showcase their new initiatives.
- ◆ “Programmatic buying will see an impetus, as all media in the future will see automation, backed by smart data and analytics”, says Prasanth Kumar, Managing Partner, Central Trading Group, GroupM South Asia and CEO Designate Mindshare South Asia.

### CONCLUSION

Due to this intellectual formulation of Advertisement Management it gave a huge raise to the advertising industry and an effective approach of advertisement to the correct target audience. It is very essential to identify the niche market which is the correct target audience. The process to identify the target market is Market Segmentation. Then it is important to identify the characteristics of the target customer. For example, the target customer for any health drink like BOURNVITALil Champ is the parents specially the Mothers with a middle class status whereas the consumer for the same is the kids. Analyzing this we understand that the mothers are most concerned about the kids and they want their kids to lead all in all field, whether it be education or extra-curricular activity. So the advertising agencies use the fear appeal to hit the market. Whereas when we look towards the other product like KINDER JOY meant for the same arket segment of the consumer but here the decision maker are kids instead of their parents so the advertiser uses fun and humor appeal to reach the audience. These appeals are effectively used to persuade the target customer.

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