

### UNIT-III

Subject Name	Sub Code	Semester	Prepared by
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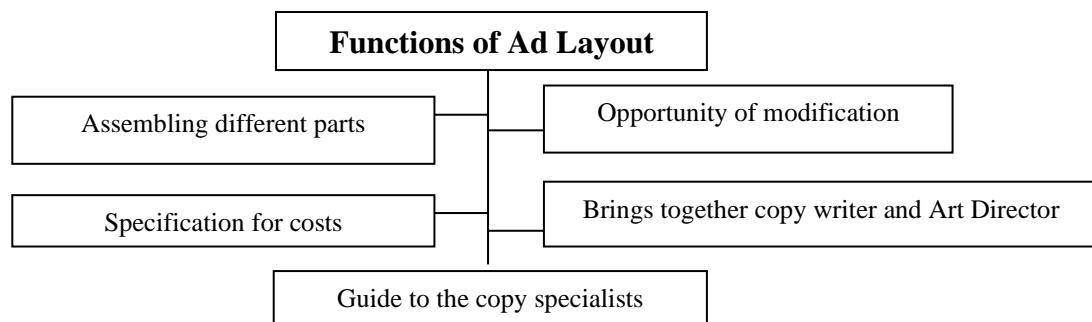
#### **ADVERTISING LAYOUT:**

Layout is a plan, arrangement, overall structure, blue print of advertising copy. It arranges headlines, sub-headlines, slogans, illustrations, identification marks, text body etc., in a systematic manner. Attractive layout can help the advertisement to come out from media-clutter (increased number of ads in media ) and gain attention of readers/ viewers.

According to Sandage and Fryburger, advertisement layout is defined as “ The plan of an advertisement, detailing the arrangement of various parts and relative spatial importance of each is referred to as layout”

#### **FUNCTIONS OF AD LAYOUT:**

The main functions of layout are:



#### **1) Assembling different parts:**

The main function of layout is to assemble and arrange the different parts or elements of an advertisement illustrations, heading, sub-headlines, slogans, body text and the identification mark, etc., and boarder and other graphic materials – into a unified presentation of the sales message.

#### **2) 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.

#### **3) 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.

#### **4) Brings together copy writer and Art Director:**

Every advertisement is the outcome of the contributions of specialists. The services of creative persons are required like visualizes or idea-men, copy writer, art directors, artists, photographer, type - setters, block-makers and the printer.

#### **5) Guide to the copy specialists:**

Layout serves as a reliable guide to the specialists such as type-setters, engravers, printers and other craftsmen. These are the person who actually prepare the advertisement for use in print.

## **DESIGNING OF LAYOUT FOR ADVERTISEMENTS**

The design process serves as both a creative and an approval process. In the creative phase, the designer uses thumbnails, roughs, dummies, and comprehensives- in other words, non-final art- to establish the ad's look and feel. The final illustration with the actual type in place along with all the visuals the printer will need to reproduce the ad. The approval process takes place throughout the entire design process.

### **1. Thumbnail Sketches:**

The thumbnail sketch or thumbnail is a small, rough, rapidly produced drawing artist uses to visualize layout approaches without wasting time on details.

### **2. Rough layout:**

In a rough, the artist draws to the actual size of the ad. Headlines and subheads suggest the final type style, illustrations and photographs are sketched in, and body copy is simulated with lines. The agency may present rough to clients- particularly cost-conscious ones.

### **3. Comprehensive:**

A comprehensive layout is generally quite elaborate, with elaborate , with colored photos. At this stage, all visuals should be final.

### **4. Dummy:**

The artist assembles the dummy by hand, using color markers and computer proofs, mounting them on sturdy paper and then cutting and folding them to size. A dummy for a brochure, e.g., is put together, page by page, to look exactly like the finished product.

### **5. Mechanical (paste-Up):**

The type and visuals must be placed into their exact position for reproduction by printer.

### **6. Approval:**

The work of copywriter and director is always subject to approval. The biggest challenge in approval is keeping approvers from corrupting the style of the ad.

## **ADVERTISING CAMPAIGN:**

Advertising campaigns is a series of advertisement messages that share a single idea and theme which make up an integrated marketing communication. Advertising campaigns appear in different media across a specific time frame. Various types of media can be used in these campaigns such as radio, TV, and internet.

According to Duan and Barban, “ An advertising campaign includes a series of ads, placed in various media, which are designed to meet objectives, and are based on analysis of marketing and communication situations”.

## **ELEMENTS OF SUCCESSFUL AD CAMPAIGN:**

The successful marketing campaign needs certain elements to be successful. The following information will help one to develop a successful marketing campaign.

### **1) Establish a Feeling of Urgency for the Buyer:**

It basically tells the customers, "The need to sign up today because it will make them reach their goals." Don't tell the customer the offer will still be as good tomorrow, they must buy today! Urgency! Study how successful ads make the customer act now.

### **2). Show a List of Benefits:**

There must be a list of benefits to make up customers sign up. Focus on the client, not the advertiser. Most benefit needs to be skilfully integrated into the ad. It is a waste of time and money in an ad or on the website if you don't work in benefits and present them properly.

### **3) Call to Action:**

Tell them what they must do to get it. Don't assume the prospects and customers will figure out how to get what the one is offering. They won't do the work for you. So, go ahead and tell them what to do clearly.

### **4. Do it Again:**

One is required to (must) tell customer what to do (to sign up with you) Tell the customer to order now (this moment). So many ads assume that the customer will guess to find out the contact, email address, or telephone for the information , or product. Tell the customer what to do. Provide the customer on how to respond today in several ways. As more options one can offer, the better will be the results.

### **5. Plan the Advertising Calendar and Campaign several months in advance:**

Failure to plan advertising in advance will waste a lot of money. Rush charges, poor design, rte increases, poor creative and poor copy are common results of failing to plan in advance. "

### **6. Test the Banners and Ads:**

Only by trial and error will one be able to set & baseline as to the best response rates for the ads and banners. It is very important to maximize response for the amount of dollars spent. Sometimes re-phrasing text or adjusting the ad layout can 'make the difference between a low or just average response and a great success and can 'make the high ROI (Return on Investment).

### **7. Avoid misleading or Dishonest advertising:**

Honesty and integrity is the primary key to repeat sales and repeat business. Hence misleading and dishonest advertising should be avoided.

## 8. Running on (Web) site event:

Running events on the website is an excellent way to encourage repeat traffic and repeat visitors. Examples include contests, games, online interviews, chat sessions and may be even audio broadcasts.

### Steps in Campaign Planning:

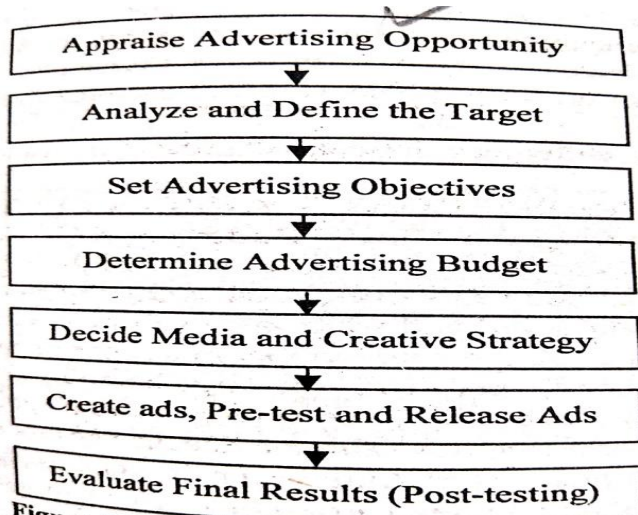


Figure 3.6: Steps in Campaign Planning

#### 1. Appraisal of Advertising Opportunity:

The marketer must determine whether advertising is suitable in the particular marketing situation. Following five conditions govern the advertising opportunity:

- i) Presence of positive primary demand
- ii) Good chances
- iii) Products have hidden or not readily noticeable qualities
- iv) Presence of powerful emotional buying motive

#### 2) Analyzing and defining the target market

In case of a new product situation, more in-depth analysis of various aspects of the market would be needed, and involve research of some kind.

#### 3) Setting advertising objectives:

Brand manager should set objectives for an advertising campaign and also for each ad in each medium used.

#### 4) Determining the advertising budget:

The objectives determine what is expected of a advertising campaign in a defined period of time.

#### 5) Deciding media and creative strategy:

Advertising strategy involves decisions about media, and creation of advertisements.

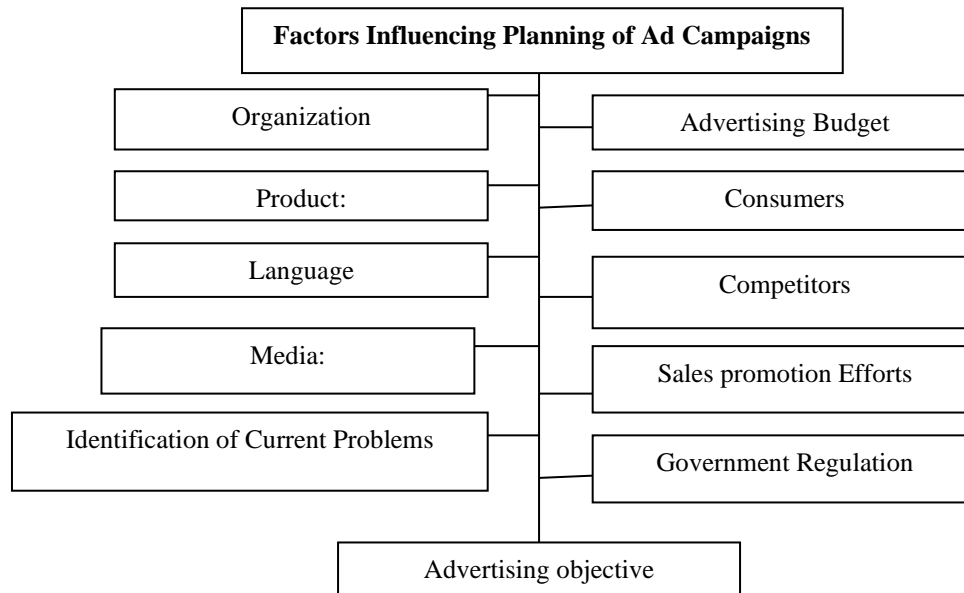
#### 6) Creating Ads, Pre- Test and Release Ads:

Advertising companies cannot afford to neglect pre- testing of the ad campaign. For pre-testing advertising strategy and execution, various techniques such as market tests, focus groups, surveys, computer simulation tests etc., are used before the ads are placed in the media.

### **7) Evaluating the Final Results (post-testing):**

Post-testing is done to evaluate the final results of the ad campaign. It provides feedback to promotion managers and helps future planning

## **FACTORS INFLUENCING PLANNING OF AD CAMPAIGNS:**



### **1) Organization:**

The position of the company undertaking advertisement campaign needs proper consideration while planning advertising campaign. The production capacity of the organization, its financial position the sales force available, the product to be marketed are some factors which need proper consideration.

### **2) Advertising Budget:**

Planning of advertising campaign depend on the budget provision made by the company for such campaign.

### **3) Product:**

Product or service is the base of entire advertising campaign. Such product may be consumer or industrial, direct usable or durable, high or low price and finally facing high or low market competition.

### **4) Consumers:**

While planning ad campaign, it is important to take in to account composition of consumers, their buying habits, purchasing power, location etc.

### **5) Language:**

Most of the ads are initially conceived in English. Hindi and regional languages are better understood by the people. Bilingual advertising will be more effective.

### **6) Competitors:**

Advertisement is normally influenced by the extent of market competition and the strong and weak points of competitors.

### **7) Media:**

Advertising campaign is influenced by the media available for advertising purpose. It is necessary to select media which are suitable for the product, target consumers, budget allocation and so on.

**8) Sales promotion Efforts:**

Advertising campaign should be properly adjusted with the plans of other departments of the company. It should be adjusted with the production schedule and sales promotion plan prepared by the sales department.

**9) Identification of Current Problems:**

Advertising campaign is basically for dealing with the current marketing problems of the company.

**10) Government Regulation:**

In our country, government exercises control over media. Advertising number of restrictions have been imposed by the government.

**11) Advertising objective:**

An advertising campaign is well executed when its advertising objective is well defined. The campaign must use such headlines, slogans, illustration which helps to achieve the advertising objectives.

*The contents in this E- Material has been taken from the text and reference books as given in the syllabus*