

2marks

1 Define advertising Media

An advertising media is a means or vehicle of delivering a definite message. It is means through which an advertising message or information is passed on to the prospective customers, readers, viewers, listeners or passers by. For instance, a producer seeks through advertisement media to keep in touch with old customers as well as to contract new customers. Media are subject to intensive buying and selling activity.

2 Define press media

Press advertising is the most popular and effective method of publicity today. It is the oldest and largest in terms of advertising billing. It has become the part of the culture and political life of people today. Press, also referred to as print, is an advertising media comprising all those vehicles owned by others and which

can carry the advertising message in print to be read by target customers. In India this media is very commonly used by companies and accounts for nearly 70% of their total expenditure on advertising media.

3) Define outdoor

Outdoor or mural advertising is the oldest form of advertising. The use of signs in advertising dates back to the days of ancient Rome and Greece. During that era, signs were used to mark location of mercantile establishments. Traders in those days used signs outside their buildings and also along the routes as a means of mass communication. It is also called "wall advertising".

4) Define direct mail advertising

Direct mail advertising as the name indicates, is direct in this approach and hence referred to as 'direct advertising'. According to J.W.W. Cassels, "direct mail advertising is using the letter box to tell

right way'

5) define television advertising.

Commercial television advertising was introduced in India on Jan 1, 1976 on the pattern of All India radio. Thus, as an advertising media, television is of recent origin in India. It is also known by the name of 'Doordarshan' in India.

6) define Radio advertising

Today radio has emerged as one of our major advertising media. It provides a very large coverage of audience in urban and rural areas. There was a time when almost every ~~every~~ family had a radio set in our country. Radio advertising in India started in 1967 when commercial services on 'Vidya Bharathi' were started. Commercial broadcasting is now undertaken by Delhi, Bombay, Madras, Calcutta, Patna, Nagpur, and Bangalore etc of All India radio.

Ques

- 1) Explain press media
- 2) Write Advantages and disadvantages of press media
Meaning

Press advertising is the most popular and effective method of publicity today. It is the oldest and the largest in terms of advertising billing. It has become the part of ^{the} culture and political life of people today. Press also referred to as print, is an advertising media comprising all those vehicles owned by others and which can carry the advertising message in print to be read by target audience in India. This **media** very commonly used by companies and accounts for nearly 10% of their total expenditure media.

Types

- 1) Newspapers
 - 2) Magazines and Journals
- 1) Newspapers (Monthly)

1) Their coverage is high as they reach every nook and corner in very short time

2) They offer a lot flexibility.

3) High frequency enables speedy preparation and publication of ~~editor~~ ~~is concerned~~ advertisement.

4) It is the cheapest media of advertising as far as its cost per reader is concerned.

5) The daily newspaper has strong repetitive value.

6) The public response

7) By inserting local advertisements in local newspapers.

8) Provides geographic selectivity

Demerits

9) The life of a newspaper is very short.

10) There is waste of circulation

11) If the customers are limited in numbers advertising in newspaper may be ineffective

12) There is every possibility of duplication in newspaper advertising.

2) Magazines and journals:

merits:

1) The life of magazine is considerably longer

2) Better reproduction of advertisement than newspaper is provided

3) Magazines are highly selective in nature and waste of circulation is avoided

4) Magazine advertising creates prestige, reputation and an image of quality.

5) The number of readers per copy in case of magazine advertising is quite high.

6) There is multiplicity of ideas

7) Magazines reach specialised groups conveniently and effectively.

demerits:

8) The chief demerit of magazine advertising is its low flexibility.

a) The circulation is limited as compared to newspaper advertising.

10) It takes more time in printing etc. than newspaper advertising.

11) Change in appeal cannot be effected quickly.

12) Magazines have appeal only to certain classes of readers.

13). Repetitive advertising does not have the same impact as in newspaper

8) Write a short note on board cast advertising

Meaning:

Commercial television advertising was introduced in India on Jan 1 1976 on the pattern of all India radio. Thus, as an advertising media, television is of recent origin in India. Television makes full use sight, sound and motion and thereby maximises impact on audience. On colour TVs, now colour TVs may also be used to add to the impact. The coverage of television is increasing at a rapid pace in India.

Advantages or merits:

1). It makes the message more attractive and impressive.

2). It is more advantageous to those advertisers whose product and service

require demonstration.

2) It makes the source of major income to doordarshan.

3) It possesses geographical selectivity,

4) It has a wide coverage. At present television services are available to more than 80% of India's population

demerits

1) It is very expensive advertising media and would certainly exclude the small advertisers.

2) Television message is short lived.

3) The range within which is telecast reaches the audience is very limited

4) In case of India, an average Indian cannot afford television as it is quite costly

5) Television advertisement are very brief due to high cost of advertising on television.

3) What are advantages and disadvantages of outdoor advertising.

Advantages

- 1) It has a wide coverage
- 2) It is capable of gaining more attention of the public.
- 3) Outdoor advertising is more useful for local dealers.
- 4) In big cities and high traffic areas.
- 5) Outdoor advertising is more flexible.
- 6) It can be easily remembered.
- 7) It is quite economical.
- 8) It has comparatively long life.

disadvantages:

- 1) The message written under this type of advertising is too brief.
- 2) The exact effect created on prospects is difficult to measure.
- 3) The outdoor advertising is quite costlier in terms of investment.

4) The outdoor advertising is said to be only the remaining activity

5) The language used in writing on the wall advertising is usually defective and sometimes immoral too.

4) List out advantages and disadvantages of mail advertising

Advantages

1) selectivity

It is selective if a product is meant for a certain class of consumers. all the consumers need not be contacted and thus only a few can be approached

2) Economical

It is economical in the sense that it saves enormous amount spent in press and other media of advertising

3) Flexibility

It is quite flexible in terms

of the materials to be used and the process of production

4) Secrecy

Complete secrecy can be maintained in this type of advertising media

5) Detailed information

There is scope for giving detailed information duly supported by pictures and photographs wherever necessary

Disadvantages:

1) Limited approach:

Though it one is able to reach only a limited number of customers

2) preparation of mailing list is difficult

The preparation of mailing list is a cumbersome job it requires

continual change as the names or addresses of certain customers have

to be deleted from the list on

account of their death or change of address or getting no response

from them, and additions are to be made for new and potential customers



3) Chances of fraud:

Under the direct mail advertising there are chances of fraud on the part of the advertiser. That is why in India it has almost caused his prestige to suffer loss

4) Suitable for certain commodities only

Direct mail advertising media cannot be used for all types of commodities. It is suited for those commodities where the market is limited and appeal is to be made to a certain class of people only. It is unsuitable for selling mass market products

5) Costly:

It is quite costly in the sense that lot of expenditure is to be incurred on mail. Further,

of purchase in order to make a last bid to persuade him to go for the advertised goods.

List out the various types of outdoor Advertising.

Posters

Advertising board

Vehicle Advertising

Electric displays and signs

Neon signs

Sky Advertising

Sandwichmen

strickers

puppet shows.

Posters

This is the most common and popular form of outdoor advertising.

These are exhibited on a hoarding or on walls, roofs, fences, chimneys etc.

Humour can also be used with advantages in poster advertising.

Advertising Board

There are also posters which are kept at certain fixed places especially at points where people frequently assemble such as bus stops, railways, crossing etc.

Vehicle Advertising

It refers to making advertisement. It consists to placing posters or placards inside or outside vehicles such as trams, buses, taxis, delivery vans, railway etc.

Electric displays and signs

Signs illuminated by electricity are today to be seen in large number in cities. This is the most modern and the most attractive form of outdoor display.

Neon signs

These are brilliantly coloured tubes available in various shades. These can be of the still or the

flashing type

Sky advertising

Sky advertising is another modern form of outdoor advertising in the form of advertising media on aeroplanes writes the name of the product or the producer in the sky. It is also known as 'smoke writing' because the message is written in the sky by means of smoke.

sandwichmen

They are hired persons and properly dressed who walk in the streets in a procession with boards, posters and notices placed about them. The idea is to attract the attention of the public.

stickers

It is also an important form of outdoor advertising. In this case the advertiser enters in a contract with the popular players that whatever they will wear or use during the

Match will tear the sticker of the advertiser



Puppet shows

This is purely an Indian outdoor advertising media which provided entertainment while conveying a message. He accepts the family planning advice and so becomes the innovator in his village.

4 Write advantages and disadvantages of radio and television advertising

Radio Advertising

Advantages

It has a wide coverage. Even illiterate people are covered under this media.

It is quite flexible

It gives message of advertiser at the doors of the prospects when they are in a receptive mood.

It easily catches the attention of the people.

It claims the advantages of memorising value

Radio has human touch unequalled by any other media

Disadvantages.

The message given by radio advertising is short lived.

It is costly and is beyond the reach of small and medium sized advertisers.

It is a selective media of advertising.

There is no possibility of demonstration in case of radio advertisement.

Radio advertisement are very brief.

6. Briefly explain miscellaneous ~~ad~~ advertising media.



Promotional Advertising media (Miscellaneous)

Promotional Advertising media is one in which promotional methods are used for attracting customers. The object of promotional advertising is to contact the customers at the last point, i.e. at the point of purchase in order to make a last bid to persuade him to go for the advertised goods.

Advantages:

- i). It is the best means of introducing a new product in the market.
- ii). There is rapid increase in sales.
- iii). When a prospect comes in touch with promotional advertising media his motive power to buy the advertised product is increased.
- iv). It increases the reputation, popularity and prestige of the producer in the eyes of the public at large.
- v). It has a wide coverage.

vi) It is the best means of providing attraction to the prospects.

vii) Promotional advertising is comparatively more effective.

viii) Promotional advertising is quite flexible. Necessary changes may be made according to needs and circumstances.

Disadvantages:

i) Promotional advertising is quite expensive. Small enterprise cannot afford it easily.

ii) There are chances of misuse of promotional advertising by the advertisers.

iii) Promotional advertising is short lived.

iv) It is difficult to trace returns.