

2 marks:

1. Define advertising copy:

According to schaw and smith,

"Advertising copy includes all the written or spoken elements of the message including headlines, the advertiser's name and address, coupons and the message in an advertisement to target customers.

2. What do you mean by advertising theme:

Theme is the central idea around which the advertising policy clusters. It is the subject matter of advertisement. Themes play an important role in designing the advertising copy. A well-drafted advertising copy has a thematic focus. i.e. there is an underlying theme around which the advertising copy is prepared.

5 marks

1. What are the essential characteristics of advertising copy.

Attracting Attention or Attention value:

An Advertising copy must attract the attention of the prospective customers as otherwise the effort and the expense involved will go waste. In this connection various devices are, therefore, used to attract and to hold the attention of the prospective customers. Differences in type, illustrations use of colour, novelties and display are some of these.

Interest value:

In order to induce action, an advertising copy should arouse, customers interest. It is only after interest, arousal that the prospective customers reads the copy and thinks over it.

Suggestive value:

The third main characteristic of a good advertising copy is its suggestive value. For this purpose the advertising copy should include the merits and methods of use of product of a suggestive way.

Reception value:

It is not adequate if the advertising copy is made attractive, interesting and suggestive as the effect of an advertisement could be lost if people forget it.

Sentimental value:

Sales may depend upon sentiment of buyers. In that event, the advertisement should appeal to sentiment. In fact the sentimental value is important. People patronise a place where they find goods, rifles, guns etc.

Convincing value:

In order to be effective and achieve the desired end, the advertising copy should have convincing value. It should

be backed by convincing arguments. For instance, arguments in favour of the use of product should be given in a language which is simple, convincing and relevant.

2. Explain essential of good advertising copy.

Attracting Attention or Attention value

Interest value

Suggestive value

Reception value

Sentimental value

Instinct value

Educative and creative value

Convincing value

Memorising value

Miscellaneous characteristics.

3. State and explain the different types of advertising copy.

- 1) Scientific copy
- 2) Descriptive copy.
- 3) Topical copy.
- 4) Narrative copy.
- 5) Institutional copy.
- 6) Personality copy.
- 7) Questioning copy.
- 8) Educative copy.
- 9) Humorous copy.
- 10) Prestige copy.
- 11) Colloquial copy.
- 12) Suggesting copy
- 13) Reason why copy.
- 14) Announcement copy.
- 15) Human Interest copy.
- 16) Fear copy.

Scientific copy:

Scientific copy is of a technical nature and provides a detailed information about the product and the producer. It aims at informing the

Ordinary people in general, and Professional men in particular about the merits and value of the product so that they may be stimulated to buy a particular product. It is generally used by engineering, and drug and pharmaceutical firms elaborating the proportions of properties and constituents of the product.

Narrative copy

Under narrative copy, an appeal is made to prospects with the help of a fictitious story which is narrated to bring home to the public, the advantages of purchasing the product. The story is humorous and carries the message in an appealing manner which will be remembered easily by the public.

Prestige copy:

This type of advertising copy does not advertise directly, but creates a favorable atmosphere about the product or the firm for its sale.

Suggesting copy:

A suggestive copy tries to suggest the readers directly or indirectly to persuade them to purchase a particular product. It is useful where the reader is confused about the quality of a product brand and is not in a position to take necessary decision about the purchase of the product or brand.

Reason why copy

This type of advertisement copy explains the readers as to why it is necessary to purchase particular product. It gives definite positive points in favour of a particular product. For example why a student should purchase a particular book may be purchase of a particular brand.

Announcement copy

This type of advertisement copy is used to introduce a new product or the new uses of the product.

or changes in the product price changes or changes in the policies of the firm. The main purpose is to inform the public

Fear copy

A fear copy appeals to the sense of fear and arouses deep interest in protecting property, life and day to day needs. Fear is normally caused by a feeling of insecurity.

4 Write a short note on unique selling proposition:

Unique selling proposition (USP) is an offer an advertiser makes to his target customers which is unique in relation to competing offers and promises to deliver a certain distinctive benefit or satisfaction. Unique selling proposition is a creative distinctive approach and style which was originated at the Ted Bates Advertising Agency in the early 1940s. Its originator, author and copy writer was Rosser Reeves. He developed this central idea

of unique selling Proposition (USP). This concept has been adopted by many agencies all over the world. It is the combination of three words
1). unique ii). selling and iii). Proposition.
In order to make the concept clear, the meaning of these three words is given below.

i). Unique:
The word unique describes an attribute or feature which the product or brand only possesses or no claim the attribute or feature is currently being made by any other competing brand.

ii). Selling:

Selling refers to sales value. The claim whatever it is must be strong enough, important enough, believable enough to convince consumers that it is absolutely in their interest to purchase the product or brand in question.

10) Proposition

Proposition is a promise made by the advertiser that the product, if purchased, will satisfy the needs of the consumers. The proposition should be strong enough to move the mass of millions i.e. pull in new and old customers to your product or brand.

10 mark

1. List out the various types of Advertising theme

There are several types of themes which are used in advertisements. The most common advertising themes are as follows.

- 1) Product characteristics theme
- 2) Product ~~also~~ Benefit theme.
- 3) Personal satisfaction theme.

Product characteristics theme

Product characteristics theme is one which gives emphasis on the product characteristics or its technical aspects.

This type of theme is more relevant to industrial products sold to industries.

Product benefit theme

Product benefit theme is one which stresses the benefits that can be derived from the product. It stresses what the product can 'wash the clothes whiter than normal detergent like'. It is the most common and effective advertising theme.

Personal satisfaction theme

Personal satisfaction theme is one which gives emphasis on the personal satisfaction can be emphasised such as labour saving, economy etc.
