

# Academic Script

## Introduction:

The most brilliant and original advertising ideas will be wasted if they are not presented through the right media in the right place at the right time to the right people. Hence the selection of right media is important for achieving the objectives of advertising. However, before explaining the factors which should be kept in mind for selecting the right advertising media, it is essential that we must know the meaning of advertising media. An advertising media is a means or vehicle of delivering a definite message. It is a 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 attract new customers. Media are subject to intensive buying and selling activity. Examples of media are newspapers, magazines, radio, television, direct mail, posters, film, catalogues etc.

After completion of this session the student will be able to understand:

Determinants of Advertising Media,

Radio Advertising : Advantages and disadvantages, demerits or limitations of Radio Advertising, FM Radio broadcasting

Internet Advertising : Types, advantages and disadvantages of Internet Advertising

Television Advertising : Merits and demerits of Television Advertising

## DETERMINANTS OF ADVERTISING MEDIA

Selection of a right type of advertising media is a difficult task. Any media that is selected must be capable of accomplishing at least the three main objectives :

- 1.It must reach the largest number of people possible.
- 2.It must attract their attention.
- 3.It must be economical.

But in practice there is hardly any single media that satisfies the above three objectives. There are number of advertising media choices available to the company in India. However, the real managerial task is to identify from among them the one (s) which is relevant for the company. For this purpose the management should consider the following factors:

1.The Nature of the Product : The nature of the product determines the choice of the advertising media. For instance, cinema, television, colour periodicals would be the obvious choice for products like fabrics and toiletries requiring visual presentation. In this connection, management should develop a product-media match.

2.Market Requirements : While selecting advertising media, the company"s market requirements should be considered. When they meet these requirements, they lend themselves to good use. For example, specialised high fashion colour magazines would be the proper media for consumers with high income groups and sophisticated tastes. Similarly, outdoor media would be appropriate when consumer action is to be induced at the point of purchase.

3.Advertising Objectives : The advertising objectives also determine the type of media to be selected. For example, the press is preferred to project corporate image while radio and television is relevant for product advertising.

4.Distribution Strategy : The advertising media should be compatible with the distribution strategy adopted by the company. For example, if the company is selling through middlemen-wholesalers and retailers etc., then outdoor advertising media duly supported by television, radio and cinema etc. may help to pull the product out of channel.

5. Nature of the Message and Appeals : The nature of advertising message and appeal also determines the advertising media for a company. The media should be able to carry the message and appeal to the right persons in the perspective. For example, if time is the essence of communication, daily newspaper and radio may be the best choice. Mass consumption items like soaps, toothpastes, hair oil etc. may determine television, newspapers as the best selection.

6. Budget : The budget available for advertising purpose will decide the choice of media of advertising. For example, a manufacturer having comparatively large funds for advertising may choose television or radio or both as a media of advertising. On the other hand a medium or small sized businessman may prefer newspaper and magazine as an advertising media.

7. Competitor's Choices : A company should also take into account the wisdom of competitors media choices despite differences in advertising objectives and appropriations. It is not desirable to outright dismiss their choices. Generally, the advertising media used by competitors are preferred so as to make an impressive appeal for the product.

8. Media Circulation : The company should take into account the circulation of the advertising media. Media circulation must match the distribution pattern of the product. This applies to the press media. Circulation should not be confused with readership. Circulation means the number of copies sold after deduction of free copies, returns and other differences between the total number of printed copies and total number sold at full price. The advertising media selected should have maximum circulation, such as Hindustan Times, Times of India etc.

9. Media Availability : The question of media availability is quite relevant while considering advertising media alternatives because not all media are available to a company at all times whenever required. For instance, in 1973, and 1974, owing to acute newsprint shortage, space availability in national dailies

was a real problem.

10. Penetration : How can we penetrate the market most thoroughly or how can we reach the greatest number of potential customers is also an important factor influencing the choice of a particular advertising media. How to reach housewives at the kitchen-sink by means of television or radio and which is likely to have the greater impact ? These factors should be considered.

11. Size and Nature of the Business Enterprise : The size and nature of the business enterprise also play an important part in making a choice for the advertising media. Different media will suit departmental stores, chain stores, small shops, manufacturers and producers etc. A big business enterprise may make use of television, radio and newspapers having national network, whereas a small unit may prefer local newspapers and cinema-slides etc.

Thus the above factors are generally considered while selecting the advertising media for selling the products.

## 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. Now almost every family has a radio set in our country. Radio advertising in India was started in 1967 when a commercial service on „Vividh Bharati“ was started. Commercial broadcasting is now undertaken by Delhi, Mumbai, Madras, Calcutta, Poona, Nagpur and Bangalore stations etc. of All-India Radio. Radio Commercial Broadcasting is quite popular throughout the country. Commercial broadcasting is a major source of income. Today, radio advertising is extremely popular with both trade and industry as the demand exceeds the time. Radio advertising may be described as „word of mouth advertising on a wide scale“. The advertiser delivers the message orally and not visually. It makes appeal to the ear and not to the eye with the effect that the message is conveyed to the masses whether literate or illiterate.

## Advantages or Merits of Radio Advertising

Radio advertising is quite popular in India on account of the following advantages:

- 1.It has a wide coverage. Even illiterate people are covered under this media. It can convey message even to small remote areas.
- 2.It is quite flexible as it can be used on a national or local level according to the need.
- 3.It gives message of the advertiser at the door of the prospects when they are in a respective mood.
- 4.It easily catches the attention of the people.
- 5.Today radio advertising is a major source of income.
- 6.It claims the advantage of memorising value. In this connection, psychologists say that anything learnt through the ears is not easily forgotten.
- 7.Radio advertising affords variety of programmes including entertainment on account of which the goodwill is developed. People buy the product advertised by radio because they enjoy the free show.
- 8.Radio advertising has human touch unequalled by any other media.

## Disadvantages, Demerits or Limitations of Radio Advertising

Radio advertising has the following disadvantages, demerits or limitations :

- 1.The message given by radio advertising is short-lived.
- 2.It is costly and is beyond the reach of small and medium sized advertisers.

3.It only appeals to the sense of hearing and thus does not portray visually a picture of the package of the product.

4.It is not suitable for all kinds of products, such as industrial goods which are not in demand by the average radio listener. It is effective only for the daily used goods/items.

5.Radio advertisements are very brief and thus details cannot be elaborated.

6.Since there is a multiplicity of advertisements in a very short time, it is most likely that the listener may forget the name of the product.

7.There is no possibility of demonstration in case of radio advertising.

8.It is a selective media of advertising.

FM broadcasting : FM broadcasting is a broadcast technology pioneered by Edwin Howard Armstrong that uses frequency modulation (FM) to provide high-fidelity sound over broadcast radio.

The term "FM band" is effectively shorthand for "frequency modulation band in which FM is used for broadcasting". This term can upset purists because it conflates a modulation scheme with a range of frequencies.

Modulation characteristics : Frequency modulation (FM) is a form of modulation which conveys information over a carrier wave by varying its frequency (contrast this with amplitude modulation, in which the amplitude of the carrier is varied while its frequency remains constant). In analog applications, the instantaneous frequency of the carrier is directly proportional to the instantaneous value of the input signal. This form of modulation is commonly used in the FM broadcast band.

Pre-emphasis and de-emphasis :

Random noise has a triangular spectral distribution in an FM system, with the effect that noise occurs predominantly at the highest frequencies within the baseband. This can be offset, to a limited extent, by boosting the high frequencies before transmission and reducing them by a corresponding amount in the receiver. Reducing the high frequencies in the receiver also reduces the high-frequency noise. These processes of boosting and then reducing certain frequencies are known as pre-emphasis and de-emphasis, respectively.

The amount of pre-emphasis that can be applied is limited by the fact that many forms of contemporary music contain more high-frequency energy than the musical styles which prevailed at the birth of FM broadcasting. They cannot be pre-emphasized as much because it would cause excessive deviation of the FM carrier. Systems more modern than FM broadcasting tend to use either programme-dependent variable pre-emphasis; e.g., dbx in the BTSC TV sound system, or none at all.

## INTERNET ADVERTISING

The Internet facility has been developed for around 30 years. It actually began in the early 1960 in USA, where the US Department of Defense saw it as a means of supercomputer communication for researchers and military facilities across the country. Until it commercially exploded in 1990s, the Internet remained a relatively obscure network of linked computers - mostly by academicians, military researchers, and scientists around the world to send and receive electronic mail, transfer files, and find or retrieve information from databases -

At present, Internet the fastest growing medium in history, offers incredible opportunities for a wide range of people in both business and advertising. For advertisers, there is a whole new world of potential customers.

Types of Internet Advertising :

Ads on the Internet can take a variety of forms. Most advertising on Internet can be classified as websites, banners,

buttons, sponsorships, interstitials, Meta ads, classified ads, and e-mail ads.

**Websites :** Some companies consider their whole website as an ad. However, a website is more than an ad - its an alternative location where customers, prospects, shareholders, investors, and others can come to find out more about the company, its products and services. Some companies use their website like an extended brochure to promote their goods and services. Others treat their website as an online catalog store, conducting business right on the Net. Still other use their websites as information and entertainment provider. Website typically consist of a home page and an indefinite number of subsequent pages that users can visit for further information. A web page refers to a single HTML (hypertext markup language) file, which, when viewed with a browser, may actually be several screens long. A large website may have hundreds of these pages of information. This means the site contains hundreds of different documents of various lengths (from 1 to 10 or more screen), each probably covering a different subject.

**Banners :** The ad banner is the basic form of web advertising. A banner is a little billboard that spreads across the top or bottom of the Web page. At present one comes across larger banner ads that can dominate the screen or even provide television commercials. When users click their mouse pointer on the banner, it sends them to the advertiser's site or a buffer page.

**Buttons :** These are similar to banners. They are small version of the banner those often look like an icon usually provides a link to an advertiser's home page. Since they take less space than banner, they are less expensive.

**Sponsorships :** A form of advertising on the Internet that is getting popular is the sponsorship of Web pages. Corporations sponsor entire sections of a publisher's Web page or sponsor single events for a limited period of time, usually calculated in months. In exchange for sponsorship support, companies are given extensive recognition on the site. Sometimes an added-value package is created by integrating the sponsor's brand



with the publisher's content. For instance, a Web page on Olympics or some other spots can be sponsored by a business firm.

**Interstitials :** This is a dynamic form of Net advertising. It is a term used for a variety of animated ads that pop up on the screen while the computer downloads a website that the user has clicked on. There are now many types of interstitials including pop-up windows, splash screens, superstitials, etc.

**Meta Ads :** Used in search engines (such as Yahoo, Google, etc.), a met ad is an advertisement displayed on the results page of a search, specific to the searched item. Meta ads are also referred to as keyword advertising. This method enables an advertiser to target a specific audience. Advertisers can pay search engines to display their banners only when relevant keywords are searched for by a user. For example, if a user searched for the term "handicrafts and handlooms", the Meta ads displayed might be for handicraft and handloom items.

**Classified Ads :** Another growing area for Internet advertisers in the classified ad websites. Some of these websites offer free classified advertising opportunities because ad banners of other advertisers support them. They are similar to newspaper classified ads. You can search for homes, cars, jobs, toys, shoes etc.

**E-Mail Advertising :** Advertisers can send e-mail advertising to customers who have asked for it. It is similar to direct mail advertising, and therefore, it is the most effective form of internet advertising. However, there is too much of span via the e-mail. Span refers to unsolicited, mass e-mail advertising for product or service that is sent by an unknown entity to e-mail addresses.

**Advantages of Internet Advertising:**

1. **Interactive Medium :** It allows consumers to directly interact with an advertiser, thereby establishing future relationships.
2. **Enormous Audience :** With an audience of more than 1 billion people world wide, the internet is the only true global medium,

providing information and commercial opportunities that are immediately accessible around the world.

3.Immediate Response : Products and information are available on demand made by the consumer, thereby, providing instant feed back for the advertiser.

4.Selective Targeting : Advertisers can reach the right target audience, especially through the Meta ads.

5.Proximity to Purchase : It may be the greatest advantage of Internet advertising. Purchasers can be targeted right where they are, right at the moment when they are considering of making a purchase.

6.Affluent Market ; Most of the Internet users belong to middle-upper class or upper class audience. Therefore, Internet medium enables to reach the affluent market of the society.

7.Provides in-depth Information : Internet provides in-depth information about a company and/or products. Commercial websites provide detailed information about products or services to the Internet users seeking information.

8.Reaches Business-to-Business Users : The Internet medium can reach to B2B users when they are still at work, not only for business related information, but also consumer products advertising while they are working.

#### Disadvantages of Internet Advertising:

1.Lacks Mass-Media Efficiency : Internet is not a mass medium as the case of radio and television. Therefore, it may never offer mass media efficiency. Most marketers in developing countries like India, may find it as too complex, too cluttered or not worth the time and efforts.

2.Slow Downloads : The downloading of websites is very slow in many parts of the world, including India. The ads that pop up in between only irritate the Internet users.

3.Problem of Spam : There is too much of Spam via the e-mail. Therefore, e-mail users do not consider going through even the responsible ads.

4.Problem of Online Purchases : In India, most consumers would like to physically inspect the goods before purchases. Therefore, they may not place orders online. Again, most people do not believe the internet as a safe place for financial transaction.

5. Untested Medium : There is hardly any research to test the effectiveness of Internet advertising. Therefore, a good number of markets in India do not give much importance to Internet advertising.

## TELEVISION ADVERTISING

Television Advertising : It is said that to-day television advertising is the best selling media ever invented. It has a potential advertising impact unmatched by any other media. It is a means of bringing actual demonstration in the homes of the prospects and is therefore more effective media when compared with radio. That is why the position of radio advertising has now being gradually taken by television advertising.

Commercial television advertising was introduced in India on January 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 of sight, sound and motion and thereby maximizes impact on audience, now colour TV is also being used to add to the impact. The coverage of television is increasing at a rapid pace in India. This media is particularly advantageous for those advertisers whose products require demonstration. Sponsored programmes have also been started on television in India.

Advantages or Merits of Television Advertising Television advertising has the following advantages :

- 1.The main advantage of television advertising is that it combines the advantages of both radio and cinema. Thus it is a most powerful audio-visual media.
- 2.It makes the message more attractive and impressive.
- 3.It is most advantageous to those advertisers whose products and service require demonstration.
- 4.It is a source of major income to TV broadcasters.
- 5.It possesses geographical selectivity. An advertiser can place his advertisements on selected few stations as per his requirements.
- 6.It has a wide coverage. At present television services are

available to more than 80% of India's population.

### Disadvantages or Demerits or Limitations of Television Advertising

Television Advertising is subject to the following demerits or limitations :

- 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 the telecasting reaches the audience is very limited.
- 4.Television advertisements are very brief due to high cost of advertising on television.
- 5.Television advertising is a very deliberate media, requiring long term planning, obtaining approval from the authority and also lacks flexibility.

### SUMMARY:

Selection of right media is important for achieving the objectives of advertising. Selection of right type of advertising media depends on the factors like the nature of production, market requirement, advertising objectives, distribution strategy, budget, competitors' choice, media availability etc.

There are a number of advertising media choices available in India like Radio, FM Radio broadcasting, Internet, Television, Press, Magazine and Journals, Mural advertising act. But not any single media can satisfy all the objectives of the company. In this session we learnt about the Determinants of Advertising Media, detailed knowledge on various types of media which included Radio Advertising : Advantages and disadvantages, demerits or limitations of Radio Advertising, FM Radio broadcasting, Internet Advertising : Types, advantages and disadvantages of Internet Advertising and Television Advertising : Merits and demerits of Television Advertising. Apart from these there are other forms too which we will be discussing in the next session. Thank you for listening to me and I hope it would have helped you in understanding Advertising better.