

# FAQ's

## 1. WRITE A NOTE ON PRESS ADVERTISING

### Meaning of Press Advertising

Press advertising is the most popular and effective method of publicity today. 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 account for nearly 70 per cent of their total expenditure on advertising media.

## 2. What are the Forms or Types : Press advertising?

Following two are the major forms :

1. Newspapers : NP Newspapers are bought largely for their news values. Newspapers may be national/local daily/weekly. These are a good vehicle to pass on information about new products, current products and price-off deals. They can be used for local, national and regional market coverage. In India, there are a number of newspapers both in English and also in regional languages. Many newspapers in English and Hindi have nationwide coverage. So a message given in newspapers may have a better impression on the minds of the people and it may be more specific, clear, complex and lengthy. Currently, 1173 daily newspapers and 5280 weekly newspapers are published in India, out of which the largest number is accounted for by the Hindi language newspapers followed by Urdu, Marathi and English newspapers in terms of number, and English, Hindi, Malayalam, Marathi and Gujarati in terms of circulation. Among the states, the largest number of newspapers are published in Uttar Pradesh followed by Maharashtra and Karnataka. Among the prominent national English language dailies are the Times of India, Hindustan, Indian Express, Statesman and Economic Times etc., whereas among the national Hindi language dailies include Hindustan Times, Navbharat Times, National Dunia and in Rajasthan - Rajasthan Patrika. However, among the different language groups, companies in India, both in the state and private sector, largely use English dailies as their advertising media. Small enterprises prefer local newspapers as their advertising media. The newspapers charge on the basis of column centimetre space used by the advertiser. They also charge premium for special positions and provide concession for space booking on contract. However, these rates vary from newspaper to newspaper as per their circular and coverage.

### Advantages or Merits of Newspaper Advertising Media :

The advantages of merits of newspaper advertising media may be summed up as under :

1. Their coverage is high as they reach every nook and corner in a very short time.
2. They offer a lot of flexibility. According to the convenience and necessity of the advertiser, the shape, size and appeal may be frequently changed to suit the need of the advertiser.

3. High frequency enables speedy preparation and publication of advertisement.
4. It is the cheapest media of advertising as far as its cost per reader is concerned.
5. The daily newspaper have strong repetitive value as it offers an opportunity to the advertiser to repeat is message at a short interval of only one day.
6. The public response towards newspaper advertising is very quick.
7. By inserting local advertisements (in local newspapers), the effectiveness of advertising copy could be tested quite easily.
8. By inserting frequent advertisements in the newspapers, their visual appeals may be created very easily.
9. The reputation of the newspapers is available to the advertisers and their products also. Leading newspapers provide space to reputed and reliable concerns only.
10. Newspaper advertising provides geographic selectivity.

Disadvantages or Demerits or Limitations of Newspaper Advertising Media : The following are the disadvantages or demerits or limitations of newspaper advertising media :

1. The life of a newspaper is very short, i.e., only for the day. It is said, “Nothing is alive as today’s newspaper” and “Nothing is dead as yesterday’s newspaper.”
2. There is waste of circulation. The advertisement is carried even to those places where there is no market existing nor the possibility of creating a new market in the near future.
3. If the customers are limited in numbers, advertising in newspapers may be ineffective and costly too.
4. Visual effects may not be created in practice as the newspapers are generally printed on cheap newsprint.
5. There is lack of uniformity in advertising requirements. Lack of uniformity of publishers’ requirements with respect to rates, size, type of copy and so on.
6. Newspaper advertising is less popular in undeveloped countries where the masses are illiterate ignorant and poor.

**2. Magazines and Journals:** Another media under press advertising media is magazines and journals. They offer selective circulation throughout the country at a cost within reasonable budget limits. These are published periodically at regular intervals, i.e., weekly, fortnightly, monthly, quarterly or annually. Magazines and Journals are read at leisure and with care when the reader is mentally prepared to receive the advertisements. It has a long effective life. From the

advertiser's point of view, magazines may be classified under five groups : (i) Special Interest Magazines; (ii) Trade Magazines; (iii) Technical Magazines; (iv) Professional Magazines; and (v) Regional Magazines.

### 3. WRITE A NOTE ON FILM ADVERTISING

Meaning :

Film is an audio-visual medium of communication and offers wide opportunities to the advertiser to screen commercial films and slides produced by them. Today cinema is an important and effective media of advertising. Suitable short films may be prepared to create a lasting impression upon the audience. These may be presented in the form of a story or a cartoon. Through the merits of the product are presented to the audience effectively. Such films may be shown before the start of the feature film or during interval. At present there are three kinds of films used as media of advertising :

### 4. WHAT ARE THE KINDS OF FILMS USED IN ADVERTISING?

Kinds of Films :

1. Straight Advertising Films : These are most common now-a-days. These concentrate on advertising message relating to only one product of a particular company, such as Hindustan Lever, Tata Oil Mills (toilet preparations), D.C.M., Gwalior Rayon, Calico etc. These are of short duration lasting from 3 to 5 minutes.

2. Documentary Films : Documentary films are mainly used for publicity aspect and in most cases is educative in character. They are used to show various aspects of an industry as a whole.

3. Sponsored Advertising Films : It is a very good combination of advertisement and entertainment. Cartoon films come under this category.

In India, cinema has practically reached in all the parts of the country. Bombay has become the hub of advertising films and slides production. With all these, cinema as an advertising media holds great opportunities particularly, for those companies which are poised to penetrate the rural market of our country. It is particularly relevant for advertising consumer-products and farm inputs.

### 5. WHAT ARE THE ADVANTAGES OF USING FILMS AS MEANS OF ADVERTISING

Advantages or Merits :

1. It has a quite wide coverage.

2. It is able to explain and demonstrate the use of a product quite conveniently.

3. Appeal is made to all sections of the society.

4. It is never wasted as no advertisement can escape the attention.

5. It is effective and may pay rich dividend to the advertiser.

## 6. WHAT ARE THE DISADVANTAGES OF USING FILMS AS MEANS OF ADVERTISING

1. The films are too short and need changes frequently.
2. Production cost of a film is quite high.
3. The audience may not like to waste time in seeing such films repeatedly. They resent to it as they come for entertainment only.
4. Restrictions are imposed against screening of films, e.g., there is censoring.
5. For screening films, the cooperation of theatres is a must which is not easily available.

## 7. EXPLAIN PURCHASE POINT ADVERTISING

Purchase point advertising is that advertising which is undertaken at the premises of the manufacturer or the dealer for attracting the customers. This is a direct method because the advertising process is either undertaken by the manufacturer directly or through the dealer. Under this method, goods are displayed at the counters, windows or in almirahs. It is observed that the point of purchase is the exact point where the prospects are reminded finally about a product. It is considered as a powerful media now a day.

## 8. EXPLAIN SPECIALTY ADVERTISING

Under this media of advertising, manufacturers provide various articles of low value free of cost to the existing and prospective customers. The articles constitute calendars, ball-pens, diaries, cigarette cases, bags and other executive gifts. Such articles bear the name and address of the advertiser. It is felt that recipients will do business with the firm in the near future even though articles are given on no obligation basis. It is also called Novelty Advertising. These articles are given to targeted customers.

## 9. WRITE A NOTE ON VIDEO ADVERTISING

It is now considered as the latest media of advertising. Under this method, video-cassettes and films are prepared. Nearly 22 million people around the world watch Indian films on video. India alone has video-audience of about 30 millions which is increasing day by day. There are more than 50,000 video-libraries and about 1 lakh video-parlours/clubs in India. The video-cassettes released in India are also being screened in thousands of luxury buses. Besides the feature film they contain advertisements which are displayed at short intervals.

10. Explain the demerits and Merits of Magazines and Journals.

The following are the advantages of magazines and journals as an advertising media

1. The life of magazine is considerably longer than that of newspapers. These are kept ready for weeks and months.
2. Better reproduction of advertisement than newspapers is provided.
3. Magazines are highly selective in nature and waste of circulation is avoided.
4. Magazine advertising create prestige, reputation and an image of quality.
5. The number of readers per copy in case of magazine advertising is quite high. There is multiplicity of readership.
6. Magazines are ideals for introduction new ideas.
7. Magazine readership is usually a leisurely home readership for enjoyment relaxation, and „with guards down“.
8. The printing, paper, colour combination is more attractive in case of magazine advertising than newspaper advertising.
9. Magazines reach specialised groups conveniently and effectively.
10. The cost of utilising magazines for advertising is quite low.

Disadvantages or Demerits or Limitations of Magazine and Journal Advertising :

As compared to newspaper advertising, the magazine and journal advertising have the following disadvantages, demerits or limitations :

1. The chief demerit of magazine advertising is its low flexibility.
2. Preparation costs for magazine copy are usually rather high and sometimes exceed the cost of the space used in trade magazines.
3. The circulation is limited as compared to newspaper advertising.
4. It takes more time in printing etc. than newspaper advertising.
5. The size of magazines differs widely and hence the advertiser has to prepare the copy of advertisement according to the size of the magazine and journal.
6. Change in appeal cannot be effective quickly.