



## **[Frequently Asked Questions]**

### **Effective Advertising Message – I**

<b>Subject:</b>	Business Economics
<b>Course:</b>	B. A. (Hons.), 6 <sup>th</sup> Semester, Undergraduate
<b>Paper No. &amp; Title:</b>	Paper – 621 Elective PaperM2 – Advertisement & Branding
<b>Unit No. &amp; Title:</b>	Unit – 3 Effective Advertising Message
<b>Lecture No. &amp; Title:</b>	Lecture – 1 Effective Advertising Message – I

## **Frequently Asked Questions**

### **Q1. Define advertising.**

**A1.** Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.

### **Q2. What is the objective of advertising?**

**A2.** Advertising aims to bring about such a change in customer's behaviour that is beneficial to the company or brand being **advertised**.

### **Q3. How can USP be identified?**

**A3.** USP can be identified on the basis of product characteristics, price structure, placement strategy (location and distribution) or promotional strategy. In simple terms, the company needs to think from the customer's point of view and should understand what motivates the customer's behavior and buying decisions.

### **Q4. How can USP be highlighted?**

**A4.** USP can be highlighted by using the language, the words, and the phrases that the customer uses while promising to satisfy his/her self-esteem, his/her sense of safety, love, belonging and security. Pictures can be used which are not of exotic locations but one with which the customer can identify and the models are not fashion models but characters with whom the customer can relate.

### **Q5. Explain creative message strategy.**

**A5.** The company devises strategy for the tactical execution of its message. Such strategy includes what is to be said and the manner in which it is to be said. This is known as creative message strategy.

**Q6. What is executional style?**

**A6.** The manner in which an advertising appeal is used to communicate with the audience is known as executional style.

**Q7. Make a list of commonly found executional style.**

**A7.** Straight-sell, testimonials, demonstrations, slice of life, dramatizations, fantasy, animation and comparisons are some of the commonly found executional styles.

**Q8. Define advertising appeal.**

**A8.** Advertising appeals are the stimulants attract the attention of the audience and influence them by attempting to address an individual's needs, interests, or wants.

**Q9. How can rational appeal be made?**

**A9.** Rational appeal can be made by focusing on the customer's functional needs.

**Q10. Explain customary approach in copywriting.**

**A10.** The customary approach is like a miniature essay building up on the point made by the headline. The opening paragraph links the headline with the rest of the paragraphs. The succeeding paragraphs provide more details about the product/service and the closing paragraph wraps up the idea.