



[Frequently Asked Questions]

Effective Advertising Message – II

Subject:	Business Economics
Course:	B. A. (Hons.), 6 th Semester, Undergraduate
Paper No. & Title:	Paper – 621 Elective PaperM2 – Advertisement & Branding
Unit No. & Title:	Unit – 3 Effective Advertising Message
Lecture No. & Title:	Lecture – 2 Effective Advertising Message – II

Frequently Asked Questions

Q1. Which element is largely common in all forms of advertising?

A1. Copywriting is largely common in all forms of advertising.

Q2. How many categories of the copy can be seen in print advertising?

A2. There are two categories of the copy that can be seen in print advertising which are display copy and body copy.

Q3. What is the function of display copy?

A3. Display copy discharges various functions like grabbing reader's attention, summarizing the selling proposition, selecting the prime prospect, offering a benefit, emphasizing the brand, encouraging readership of body copy, synergizing with a visual and striking an emotional chord.

Q4. How should the headline be written in the printed advertisement?

A4. The headline should be in larger type but never in capital and should not have full stop at the end.

Q5. How can the slogan be made memorable?

A5. Slogan can be made memorable by including the brand name, stating the prime benefit, differentiating the brand, conveying the brand personality as well as communicating the business strategy.

Q6. Enlist the guidelines for making a radio advertisement effective.

A6. The radio advertisement can be made effective by following certain guidelines which are as under:

- a) Only one idea should be promoted at a time.
- b) Brand should be clearly identified.
- c) The copy should be as simple as possible.
- d) You-attitude should be introduced.
- e) Spoken language should be used.
- f) Numbers should be avoided.
- g) Humour, sound effects and music should be prudently used.
- h) One should be specific about what one wants people to do.

Q7. What is web copywriting?

A7. Copywriting for the web is known as web copywriting.

Q8. Define visual communication.

A8. Communication of ideas and information through signs, symbols, shapes, imagery, colour, illumination, graphic designs, films, typography and so on is known as Visual Communication.

Q9. Why the effectiveness of advertisement needs to be evaluated?

A9. The effectiveness of advertisement needs to be evaluated because huge amount is spent on creating advertising campaign.

Q10. What is concurrent test?

A10. Evaluation of effectiveness of an advertisement undertaken simultaneously along with the advertising campaign is known as Concurrent test.