



**[Academic Script]**

**Effective Advertising Message – II**

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## **Academic Script**

### **1. Introduction**

#### Effective Advertising Message-II

In our previous session, we studied about the fundamentals of making an advertising message effective. In this session, we are going to study copywriting for print, radio, TV and web, designing and production as well as evaluation of effectiveness of advertisement.

Advertisements appear in newspapers, magazines, outdoor media, and brochures as well as on billboards, public walls, broadcasted on radio, television or websites using the Internet. All these advertisements are first written and then executed. Their medium of execution determines the content to be developed. However, there is one element which is by and large common in all forms of advertising and that is copywriting.

We know that copywriting is the act of writing the text that is printed, spoken or displayed for the purpose of advertising or marketing a product, service, business, person, opinion or idea. The addressee (reader, listener, etc.) of the copy is meant to be persuaded to buy the product/the service advertised in it.

### **2. Copywriting for print**

Let us first understand how copywriting for print advertisement is done. Print advertising is the oldest form of advertising and also a very challenging one. Executing an idea in this medium requires various skills like creative writing, visualization, designing and so on. Once it is decided to execute a print ad, one has to start working on various elements of print ad like layout, copy, visuals, design and so on. The text of the

advertisement is known as the copy. There are two categories of the copy that print advertising use which is display copy and body copy. Display copy includes elements like headlines, subheads, call-outs, taglines and slogans which readers see in their initial scanning. These elements are usually set in larger type sizes than body copy and are designed to get attention and to stop the viewer's scanning. 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. First of all, let us understand the various elements of display copy.

**Headline:** Headline is a phrase or sentence that serves as the opening to the ad. It is the first and biggest weapon in grabbing customers' attention. It is usually identified by larger type or a prominent position. Headline grabs attention either by offering benefit of the product/the service, introducing modifications, reformations, new styles and new uses of the product/the service or by details facts. Headline can be made catchy by employing techniques of repetition, parallel structure, wordplay and puns, familiar and strange, an unexpected twist, similes, metaphors, analogies, rhyme and alliteration. Though there are no fixed rules on developing the headline, the headline beginning with 'how to' 'now', 'free' work well to catch the customer's attention. There are few ideas which will instantly grab attention; like,

□ For a new product/service, one can begin headline with...

Introducing...

Announcing...

New...

Now...

Finally...

☐ One can use a journalistic headline, like

Five ways to reduce your electricity bill

☐ One can use story-telling technique, like

The Princess left the palace to enjoy freedom

☐ One can compare value with price. For example,

Want to buy a farmhouse at the price of an apartment?

☐ One can provide practical information. For instance,

Seven steps to reduce weight

☐ One can also ask reader a question. For example,

Have you ever wished to retire early?

In other words, one can be as creative as possible in writing the headline. It should be kept in mind that the headline should never be in capital and that the full stop should never be used at the end of the headline. Last but not the least, the headline should be as short as possible.

**Subheads:** Subheads are headings that break up large blocks of text. They are usually bold type or larger than the body copy. Their purpose is to make the reader understand the rationale. They allow the reader to skim through a text-heavy ad.

**Call-outs:** Call-outs are sentences that float around the visual. They point to some specific element in the visual usually with a line or arrow pointing that they name and explain.

**Taglines:** A short phrase summing up the key idea or creative concept that usually appears at the end of the body copy is known as Tagline. It often refers back to the headline or opening phrase in an advertisement.

**Slogans:** Slogan is a distinctive catch phrase that serves as a motto for a campaign, brand or company. It is used across a variety of marketing communication messages and over an extended period of time. 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.

While generating display copy, the advertiser should keep a watch on word length as well the meaning it conveys.

Now we shall study the body copy.

The body copy is the main text of an advertisement. It tells the story of the advertisement. It develops and completes the message presented by the headline either by strengthening a claim or by providing explanation or by reiterating the evidence. Display copy can generate interest in a customer, but it is the body copy which finally sways the customer to a positive response. It would be interesting to note that it is the lead and the close in the body copy which seize special attention. The first paragraph of the body copy is known as the lead which serves as a testing ground for the people to see if they want to read the entire copy or not. The concluding paragraph in the copy is known as the close of the copy which calls for action on the part of the customer. The body copy can be written in three different forms.

1. **Descriptive form:** In this form, features of a product or service are described with the aim of creating a perception of the audience. A descriptive copy could be objective, or subjective or both. An objective description describes the attributes while a subjective description details the product or

the service from the point of the satisfaction, pleasure, benefits or advantages its possession has to offer its users.

2. Narrative form: This form exploits human beings penchant for stories. Vivid human interest appeal is usually built around some simple interesting situation which the customer might experience. It is full of human interest, imagination, intimate with personal need in nature and carefully built to correspond with attention, interest, desire and action of the prospective customer.

3. The Exposition Form: This form is usually used to demonstrate the superiority of the product/the service over its competitors. It appeals the reason of the prospective customer.

### **Copywriting for radio**

Radio is a unique, portable and pervasive but audio medium of communication. Radio still has a large penetration area compared to other media of communication. People listen to radio while being in vehicles, restaurants, at homes or at work places. Hence, radio offers a great capacity for delivering advertising messages. Advertisement broadcasted on radio is known as radio spot. It is usually of 20 to 60 seconds promoting the product/the service in a memorable way. Creating effective radio advertising is very tough as it lacks exotic locations, popular models as well as beautiful visuals. What it has, is an idea and its aural execution. The elements of script, voices, sound effects and music in sync help people visualize the product/the service. We shall understand these elements in detail.

The script consists of the copy, sounds, music and tone of voice instructions for the advertisement. It clearly states the length and name of the commercial. The copy which is to be read out is

usually written in sentence case and capital letters are used for anything that is not spoken. It should be kept in mind that length of the copy is relative to airtime. 20-25 words are written for 10 seconds, 40-45 words are written for 20 seconds, 60-65 words are written for 30 seconds. However, inclusion of music or special sound effects will shorten the copy length. In other words, the general rules for number of words relative to ad time are dependent on the form and structure of the advertisement. Though various formats of copywriting are available for radio advertisement, certain formats are popularly used on radio. Let us know about these formats.

**Single voice:** In this format, the announcer reads out the copy in a commanding, befitting and interesting voice. The copy needs to be very strong and powerful to engage the listeners' attention. It sounds like the listeners are listening to the private thoughts of the announcer on the product/the service.

**Dialogue:** This format consists of conversation between two people where the situation is dramatized to promote the product/the service. It could be a personal conversation between characters that the listeners may have an opportunity to listen to. This format succeeds only if it sounds real and not the company's sales pitch.

**Multi voice:** In this format, more than two voices are used to endorse the product/the service. Voices with different tones and pitches are used to differentiate.

**Celebrity:** The identifiable voice of a renowned celebrity is used to endorse the product/the service. It can be a monologue or a dialogue.

**Interview:** In this format, an interviewer interviews an individual or a group of people and records their responses which are used for brand promotion.

**Vignette:** A series of small situations woven around a particular product or service using music and sound effect is known as vignette. However, this format is slightly difficult to execute as all episodes are to be linked to make a unified whole.

**Case study:** In this format, a problem is presented in a situation and the use of the product/ the service is rendered as a solution to that problem.

Radio advertising also uses formats of audio demonstration, sound and music. However, the most important thing is the radio advertisement begins with a bang to grab the attention of its listeners. The radio advertisement can be made effective by following certain guidelines; like

1. Only one idea should be promoted at a time.
2. Brand should be clearly identified.
3. The copy should be as simple as possible.
4. You-attitude should be introduced.
5. Spoken language should be used.
6. Numbers should be avoided.
7. Humour, sound effects and music should be prudently used.
8. One should be specific about what one wants people to do.

### **Copywriting for TV**

Television advertising is one of the most influential and prominent media of communication. Television advertisement is popularly known as television commercial or TVC. Audio and video are the principal elements that make a TVC. Audio elements like voices, sound and music accompany moving images in TVC. Since people can see, the talk is less. The



spoken words if used should add meaning to the visual element and not be redundant. Supers can be superimposed on images or plain backgrounds to emphasize an important point or the brand name or campaign theme in a silent manner.

### **Copywriting for Web**

The internet is convergence of various media. Advertising on various websites using the internet can be explained as online advertising. Copywriting for the web is known as web copywriting. Web copy refers to the text employed to communicate a sales message on the web. It is distinctly different in tone from advertising copy and it should not be confused with web content as well. Web copy should incorporate only important information stated in simple, familiar words. The copy should be written in active voice using short sentences and short paragraphs. Unnecessary words, jargons and repetition of details should be avoided. You-attitude should be employed while developing the copy. The copy should include such search words which would optimize the website for search engines. These search words are known as keywords.

It should be kept in mind that the copy in general should make the prospective customer see, read, understand, believe and want the product/the service it is promoting. At the same time the well-scripted copy on its own does not give life to an advertisement. Once the copywriting is done, one has to outline the pattern, arrangement of lines, spaces, shapes, elements or details of decoration on the basis of page proportion balance, contrast, unity and rhythm. This is known as layout. When this is done, it becomes an illustration copy of the proposed advertisement. Illustration copy can be explained as the pictorial

arrangement of the various elements employed to promote the product/the service.

### **3. Visual aspect of communication**

This brings us to visual aspect of communication. Communication of ideas and information through signs, symbols, shapes, imagery, color, illumination, graphic designs, films, typography and so on is known as Visual Communication.

In print advertising, creatively laid out visuals complement the copy. The very first element that a reader of print advertising notices is a visual. Hence, the advertiser follows the order of visual, headline and copy to make the most of a print ad and create page personality. Apart from catching the customer's attention, the visual also conveys a message, demonstrates the use as well as differentiates the brand. The visual can be an image either of the product or demonstration of the product or the person who needs the product or the benefit of using the product or the disadvantage caused due to non-use of product or the symbolic comparison with the competitors. Sometimes, the advertisement may consist of only an image and nothing else. Thus, the advertiser projects a brand within an advertisement by integrating the elements of Visuals, Copy and Design. This projection is known as Page Personality.

Now let us understand the visual element in radio advertising. Radio advertising consists of elements like voice, sound and music. Apparently, it belongs to the category of aural communication but, in real, it engages the listeners' imagination. Voices, sounds and music in collusion create scenes in the listeners' mind and transport them to the place where the scriptwriter wants them to go. The process by which visual

elements of a television commercial are transmitted into the listener's mind by using an audio track or script in its radio equivalent is known as imagery transfer. This format of advertising exploits the tenet of one sees what one hears. Sound effects and music brings alive the personality, character or mood of the product.

Now we shall understand how television advertising communicates visually. Television Advertising is an integration of audio, video and the copy. The production of TVC begins with the writing of script which consists of dialogues, sounds, acting instructions and visual shots for the same. The scenes in the script are described in chronological order. Instructions are always written in capitals and the spoken part is written in sentence case. The script also contains customary abbreviations related to technical aspect of production. Then the Story board is prepared. Story board is a graphic organizer of a series of action depicted frame by frame along with audio-video elements. Consequently, actual filming or shooting of TVC begins. While shooting TVC, one needs to take care of certain aspects of visual communication; like,

**Number of scenes and shots:** Scene is a piece of action that takes place at a single location. Shot is a single continuous recording made with a movie camera. Number of scenes in TVC determines its speed. The more scenes, the faster the pace of TVC.

**Setting:** A setting is the place where a scene is shot. Such place could be constructed in a studio or could be an outdoor location. It is selected in such a way that it enhances the mood and character of the commercial.

**Casting:** Casting means selecting the right actor for each role in the commercial.

**Costumes and make-up:** Apparently, this element looks trivial but it emplaces the personality of a character who is promoting the product/the service in culture, weather, time of year, etc. which, in turn, enhances the advertising appeal.

**Props:** Props are articles other than costumes and scenery that are used in a commercial. Props are not selected randomly. Only those props are used which intensify the advertising appeal.

**Lighting:** As such lighting falls under the purview of the director, but certain special instructions might be specified in the script if it is vital in generating advertising appeal.

There are certain technical aspects like camera shots, camera movements, camera angle, camera point of view, shot transitions and action maneuvering which help in facilitating the visual appeal of TVC. The raw film recording is then brought on the editor's table where the editor works with layers of voice, sound, music as well as moving image and gives a new engaging form of TVC.

#### **4. Effectiveness of advertising**

We know that advertising is a paid form of communication. It aims to stimulate the sales and compels the firm to improve its productivity. However, this requires a lot of funds. At the same time, increasing competition has increased the spending as well. Hence, it has become necessary to evaluate the effectiveness of the advertisements on which the company's funds are utilized. Effectiveness of advertising is measured to determine if the objectives are achieved, to enhance the efficiency of advertising, to develop alternate strategies if need be and thus by to avoid

unnecessary expenditures. According to Philip Kotler and Armstrong, effectiveness of advertising can be tested against the benchmarks of Communication effect as well as Sales effect. Such evaluation is done at three stages:

**The first stage:** Before launching the advertising campaign

Evaluation of effectiveness of an advertisement undertaken before exposing the target audience to the advertisement is known as pre-test. Pre-testing is done on three counts:

1. Whether the advertisement communicates desirability of the product?
2. Whether the advertisement has an exclusive appeal which differentiates the product from its competitors?
3. Whether the advertisement is credible?

**The second stage:** During the advertising campaign

Evaluation of effectiveness of an advertisement undertaken simultaneously along with the advertising campaign is known as Concurrent test. This is done to be apprised of the limitations or a shortcoming of the advertisement before it is too late as well as costly.

**The third stage:** After the implementation of advertising campaign

Evaluation of effectiveness of an advertisement undertaken after exposing the target audience to the advertisement is known as post-test. This is done to determine if the campaign has accomplished its objectives or not.

It should be noted that pre-test is done to determine the weaknesses of ad campaign before it is exposed to the target audience. It can be done anytime from the idea generation to the implementation of the ad in the market. It is done in limited area and is largely qualitative in nature. On the other hand,

post-test is conducted to determine whether advertising objectives have been achieved or not. It can be done only after the target audience has been exposed to the campaign fully. It covers the entire market area and is largely quantitative in nature.

So, friends, today we studied how effective advertising message incorporates appealing copywriting, visual communication as well as design and the way in which effectiveness of such messages can be evaluated at various stages.

## **5. Summary**

Copywriting is one element which is by and large common in all forms of advertising. It is the act of writing the text that is printed, spoken or displayed for the purpose of advertising or marketing a product, service, business, person, opinion or idea. The copy of print advertising can be categorized into display copy and body copy. Both these copies attempt to persuade the reader to buy the product/the service which is advertised in it. On the other hand, the copy in radio advertising allows its target audience to move to the imaginary realms. The importance of copywriting in television advertising is largely limited to script-writing. Since people can see, the talk is less in this form of advertising. Copywriting for the web is very simple as it emphasizes on incorporating important details in short and simple sentences. Advertising appeal of advertisements in various media can be enhanced by giving due importance to the visual element. Advertising appeal of advertisements can be evaluated by conducting pre-test and post-test.