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Advertising Campaign Planning

“Organise yourself well to have more time do to the things you love to do”

For effective advertising a campaign has to be planned and implemented in a logical manner.

Advertising Campaign Planning

A campaign is an organised effort or course of action to achieve the objectives/goods of an organisation. It is done in a systematic manner to include a series of ads placed in various media after making an analysis of the market. A campaign can be a time-bound programme. It consists of several steps:

- Analysing the market opportunity for advertising.
- Setting advertising objectives.
- Allocating a budget for the campaign.
- Choice of media.
- Creating of Ads and pretesting them before release.
- Posttesting of Ads or measuring the Ad effectiveness.

Analysing Market Opportunity

“When the winds of change are blowing you need to know which way and how fast”

These factors are interdependent. The choice of the media and the budget are related to each other. The creation of message also incurs expenses. In advertising campaign, the other Marketing Mix tools are also to be considered. Analysing market opportunity for advertising exists.

When there is a demand for the product or the product is in the growth or maturity phase of the PLC, Advertising is very effective in these stages, however, Advertising is not very effective in the decline stage of PLC. It has to be supported with other promotional techniques.

Advertising is successful, if the product can be differentiated in terms of attributes. If there are hidden qualities in a product, they can be highlighted by advertising and the consumers gets informed about them. *e.g.*, salt to iodised salt. Opportunity for advertising also exists in products having emotional appeals *i.e.*, dresses, garments, beauty products etc. Advertising opportunity is also related to the funds available by the company.

Target Market

While designing an advertising campaign, the target market has to be chosen or selected on which the campaign is to be directed. A lot of consumer research is to be done to find out

(i) who buys the product? (ii) When do customers buy? (iii) What do they buy? (iv) How do they buy and how do they use these products.

Objectives

After gauging the opportunity and carrying out the market analysis, objectives have to be set. Whenever we talk of objectives we have to decide whether it is to communicate the benefits of the products, whether it is awareness advertising, repetitive advertising or advertising for boosting sales. The message has to be creative. It should hold the interest of the audience. We can understand the objectives of many ads.

(i) Yeh Dil Mange More.

(ii) Thanda Matlab Coca Cola.

(iii) Magie 2 minute Noodles. The ad is directed both on the mother (for the case of preparation) and children (for the excitement and taste).

The creation of a Message is also a part of the campaign. A creative message is more effective than an ordinary message. While the purpose of the message is to communicate information, it is also a source of entertainment, motivation, fascination, fantasy and creativity. The dramatization of the ad is very important and is exclusive to advertising. Creativity brings the message to life. Creativity is the ability to generate fresh, unique and appropriate ideas. It should be relevant to the target audience.

Budget or the Money

Budget or the money spent is the most important part of the advertising campaign which to be carried out for a specific period of time. Duration of the ad decides the budget. The budget can be fixed in a number of ways. These method could be the

- Comparative parity method
- Affordability
- A fixed percentage of turnover
- Budget based on functions to be performed
- Regression analysis
- Adaptive control method
- Compromise method

All these methods and more regarding the budget will be dealt in later chapters. (Chapter 12).

Deciding the Media is also a part of the advertising campaign. There are different kinds of media. A simple medium may be chosen or a combination of various media can be chosen. There can be varied choices from amongst the Television, Radio, Cinema, Magazines, Newspapers etc., while choosing a media we also have to decide the media vehicle *e.g.*, Newspaper is one medium the media vehicle could be Hindustan Times or any other newspaper.

More regarding media will be dealt in the later Chapter 10.

Creating an Advertisement

See Chapter No. 7 on message.

Testing

Before releasing the Ad it is necessary to pretest the message for its effectiveness, attractiveness and memorable value. As the preparation of ad requires a lot of time money and resources, pretesting of the Ad is necessary. This can be done by showing the Ad to a selected knowledgeable audience before release and changes are incorporated if necessary.

After the ad has been released marketeer wants to see the effectiveness of the ad. This is done by the results of sales, the demand of the product and also by various tests such as day after recall (DAR) test etc.

For a successful campaign, all the above points have to be followed and adhered to. A good ad is a treat for the eyes and always holds the interest of the audience.

Questions

1. What do you mean by advertising campaign? How are they planned?
2. How would you develop a campaign for selling of cell phones?