



Research Article

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Advertising Organization and its Promotional Creations

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Abstract: Advertising is used for communicating business information to present and prospective customers. It usually provides information about the advertising firm, its product qualities, the place of availability of its products, etc. Advertisement is indispensable for both the sellers and the buyers. However, it is more important for the sellers. In the modern age of large-scale production, producers cannot think of pushing the sale of their products without advertising them. Advertisement supplements personal selling to a great extent.

The concepts of Indian painting with their interpretations and applications by Painters and Sculptors with descriptions of their characteristics, especially auspicious and inauspicious marks. These descriptions in particular emphasise the importance of fundamental concepts such as measurement, proportion and colours.

Advertising strategy is designed to adequately support the marketing strategy when translated into a plan of action, known as campaign planning in advertising.” -Dr. G.M. Rege: Advertising Art and Ideas.

Advertising is a form of communication from an identified sponsor intended to inform consumers or persuade or remind them to buy a certain product or service.

Keywords: Brain Storming, Point of Purchase, Content analysis, company image, believability, attitude, Creative team endorsements, Newspaper advertisements.

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ADVERTISING AGENCIES HAVE DIFFERENT DEPARTMENTS TO HANDLE THE DIFFERENT ASPECTS

Research Department

Which looks after research and data collection of the markets, products and consumers. The research department analyses the data and gives recommendations for the launch of an advertising campaign.

Planning

There is a ‘Plans Board’ and the team leader is the Managing Director. Under whose guidance different groups.

The Media

Team takes care of planning, selection, budgeting, and releases in print, electronic and other media. It also checks and documents the exposure.

Publicity

One team of the planning group looks after the publicity of the agency itself. They look after the growth and expansion of their own business as well.

Client Servicing

In an advertising agency the group of people or the team working and coordinating the conventional format of an advertising agency. However these days

the structure may differ from organisation to organisation to suit their business environment. Newer departments like Online Communication and Healthcare are formed as separate business units to cater to niche sectors Campaign Design clients are called the account people, because a client or the company is known as an “account”. There is usually a different team working with different clients or accounts so that the client’s needs can be understood and they can be catered to or serviced accordingly. Here the term account should not be confused with the people who look after billing and other financial matters. The team is headed by an Account Manager, however, an Account Executive is the most crucial link between the client and the agency.

Creative Team

Team is headed by the Creative Director, with sub-groups for Art Direction, Copy Writing, Audio-Visual Scripting, Photography and all things related to the creative aspects of design.

Visualisation

The visualisation team is the one which generates ideas and works on the concept, theme, copy, visual etc. looking at pros and cons and options, before presenting the creatives to the client. After the basic approval from, the client they proceed with artwork and executing the assignment.

Direct mail

Mail is advertising sent directly to people’s homes through postcards, brochures, letters, and

catalogues. Sponsored e-mails are a new form of “direct mail.”

Point of Purchase

Point-of-purchase (POP) displays refer to displays next to cash registers or elsewhere in retail environments—we often find them at the point at which people are ready to buy

Online Advertising

Pop-ups, pop-under, banners, and text ads associated with Web pages provide targeted online advertising on the Web.

Sales promotions

Sales Promotions build interest in or encourage the purchase of a good or service during a specified period. These activities range from coupons that we receive in our newspapers to contests and sweepstakes to sales competitions a company might host for its employees

Packaging

Packaging is a very important augmented product; in addition to the value it provides in terms of storing a product and allowing it to be transported safely, packaging fulfils the important role of making a product visually distinctive to customers.

Creative Services

The creative department generates the advertising message's ideas, images, and words. Art directors develop the artistic strategy of the creative campaign, often presenting several concepts for the client to choose from. Copywriters are responsible for developing the words of the campaign. Production staff layout Artists, graphic Designers production Executives select photos, choose the print size and type and oversee the campaign's actual printing, filming, or audio recording.

Brain Storming

Brainstorming is a session when all the big officials sit and discuss an issue to get new ideas. The ideas are generally used for headlines. This is collective work—like a panel discussion of 8-10 people. Here all ideas are accepted without any criticism with an open mind, and the quantity, the quality and the variety of combinations are analysed thoroughly.

TYPES OF CLIENTS

The clients are into three main categories:

- Manufacturers and service providers
- Trade resellers
- Government and social organizations

CAMPAIGN PLANNING

The campaign is typically a military term used for a well-organised course or a series of actions. It

means strategic planning for all-round action as was done for war, taking into account attacks on the surface, from air and sea, by the army, air force and navy. Similarly, in an advertising campaign, a multi-dimensional strategy is planned by using different media in an advertising campaign not only to create a beautiful layout for the sake of aesthetics or creativity but should also to be useful. It usually is well planned and designed after deep thought and thorough brainstorming sessions into a functional organic unity of copy, typography, illustration symbol, and product. Design as a whole, all elements should be integrally related to each woven into a theme, one related to the other to convey the message. The different advertisement layouts of a campaign must be harmonious and clarify the purpose and expression of an idea through its execution. All the aspects of the campaign, A to Z must be taken into consideration for production, the idea is, important for an effective and desired result. The idea is abstract, it should be given a theme to make it result-oriented so that people should respond to it, and sales must go up. Only then the design of a campaign is considered successful. The creative group working on the campaign tries to resolve things by first understanding the purpose of the advertising is:

- To introduce and launch a new product or service.
- To get the product used in place of the competitor's.
- To increase the frequency of use.
- To create a new long-term habit.
- To arouse interest and provide technical information.
- To obtain seasonal sales where appropriate
- To impress the retail trade.

Corporate Campaigns Companies like people have a personality of their own. They make an impact and leave impressions on people who come across them. Every organisation needs to create and build its personality or image. Here image means reputation. The foundations of this image are made of Moral, Aesthetic, Intellectual and Social values. These values become habits and get woven into and reflect in an organisation's culture psychology and identity. They are also instrumental in the company's success. The projection of these intrinsic values becomes important when a company floats a public issue to raise its market equity. This means the company looks out for financial Campaign Design investment in the company by way of selling its shares to citizens. It is at such a time that the reputation or image of the company needs to be good, strong and stable in the minds of the public. To create this positive and favourable image, corporates usually launch an advertising campaign highlighting their ideology and strengths. The campaign could be centred on themes like Organisation Culture or Organisation Identity. Apart from businesses, political parties also create an image of their vision and mission for society and publicise their manifestoes.

Service Campaigns These Campaigns create awareness, inform and promote services offered by any organisation like the Indian Railways, Airlines, Hotels, Hospitals and Income Tax Department, Postal or Courier services and many others like them. They could belong to the State or could be placed by private parties.

Planning a strategy for a campaign:

- First write the Unique Selling Points (USP) of the product or service.
- List out how a buyer stands to benefit.
- Next decide the consumer profile called the demographics like age, sex, education, income, occupation etc.
- After that list out psychographics your campaign should aim to establish like lifestyle, attitude, personality traits, style etc. With these details clearly in order, the rest of the planning can take place in collaboration with the creative teams.

MAGAZINES AND NEWSPAPER

Industry journals and newspapers are a great source of crucial information. The News events, latest news on politics, economic indicators, etc. are helpful for firms in understanding the market and its trends. - **Competitors:** the products or services, prices, brochures, marketing techniques, etc. helps firms understand how to augment their business. Besides the above-mentioned resources, firms can obtain data from libraries, various books and publications, banks, insurance companies, real estate companies, etc. As compared to primary research, secondary research is easier. It is less time-consuming and not as expensive. However, the drawback of secondary research is that the data may not be updated and may not be customized to suit the need of the research. Since it involves the analysis of data collected by somebody else for a different purpose, the analysis may not be accurate. For example, a firm manufacturing leather bags can find out how many people buy their bags, using secondary research. However, they can't determine the amount people are willing to pay for their particular leather bag design. For firms planning to introduce a new product or service, conducting market research helps understand customers' attitudes and preferences. It also minimizes the risk of incurring losses in the business. Market research conducted by either primary or secondary methods is vital to any business and its objectives

Promotion Strategies

There are two promotion strategies; the push strategy and the pull strategy. According to the push strategy, the marketers give generous discounts and benefits to the customers, so the sales can be increased drastically. One of the most successful strategies, the method of giving discounts is often successful for most firms. In the push strategy, the main focus is on reducing costs of the advertising. The other strategy, the

pull strategy minimizes the use of different channels and the major focus is on advertising the product. Its goal is to create a potential market for the products of the firm.

Promotional Advertising Gifts We all feel good when we receive gifts, thus, promotional gifts are the most effective way of creating a feel-good factor among the buyer about the company. Promotional advertising gifts open the buyer's mind to the brand, company name and slogan. The buyer, with the help of these promotional advertising gifts, gets acquainted with a particular logo and brand name. Moreover, as promotional advertising gifts are given away for free, the potential buyer readily accepts them. **Promotional Advertising Giveaways** Promotional advertising giveaways are interactive promotional advertising ideas. These are similar to promotional advertising gifts, but not the same. These giveaways are distributed in the form of prizes to prospective customers. Some prizes are meant for practical purposes and some are just for fun. Everyday office supplies, stationary printed with the company name, calendars, caps, t-shirts, towels, and shopping vouchers for a particular brand are some examples of promotional advertising giveaways.

Ideas for Promoting Business Contests are one of the best promotional advertising ideas for companies manufacturing home supplies. Conduct cooking contests for homemakers, and distribute free cooking wares as promotional advertising gifts. The winner will get publicized, along with the brand name of the company. Newsletters are typical ideas for promoting business. Newsletters convey to the readers, who may become the potential customers of your company. This is the best way for banks, brokers, institutions and agencies to promote themselves. Flyers are pamphlets which I guess most of us are familiar with. They are small printed sheets of information about the company and the product. Distribution of flyers is very easy, as it can be done through newspaper vendors and or by hiring part-time employees. Giving out flyers in newspapers is the best way of ensuring that flyers reach prospective consumers. **Discount Coupons** Discount coupons or free coupons work in favour of small retailers, especially, those associated with lifestyle items. Don't we flock around clothing stores at the sight of a discount offer? So, give out 10-15% discount coupons to people to attract their attention and to make your name. **Other Promotional Advertising Ideas** Conducting seminars, demonstrations, speeches, publishing articles, newspaper advertisements, internet advertising, giving bonuses and networking are some more ideas for promoting business at your disposal.

The idea of freely distributing products sounds weird and crazy for any company, however, there is a certain element of truth in the fact that marketing firms have gained substantial promotion through the idea of free samples. While it is not logical to just distribute

your products, you can devise a strategy, so that, the idea of free samples doesn't incur losses for your firm. While evaluating different methods of promotion in marketing, one should realize these strategies are not set formulas or recipes for the successful launch and eventually high sales of the product. These strategies are undoubtedly effective, but various market forces can affect the sales prospects of firms. These were some of the marketing promotion methods that firms adopt to increase their sales. In the end, however, it is the customer who is the king and you have to leave it all to them. Tips for Successful Advertising Some tips for successful advertising campaigns are mentioned below: Focus on human behaviour and things that drive consumers to purchase a particular kind of product.

- Work as a team, because being a creative field, the entire team needs to work on ideas and innovations. Don't give wrong information to customers about the products. Be true to your customers!
- Study about popular advertisements and research the methods they have adopted to establish the product in the market. Take ideas, and as far as possible come up with your creative method of advertising!
- Adopt various types of advertising techniques and keep an eye on the one which works best.
- Make the headlines and catchy phrases smart enough to grab attention.
- Since advertising is expensive, focus on your USP (Unique Selling Proposition), and aim to hit the bull's eyes.
- Chalk out the marketing promotion methods that include various types of advertising. It can be said that advertising techniques are tools that are used to generate more sales. It also acts as a medium for businesses to make the masses aware of the new products which they may have launched. The major points that you need to keep in mind while creating a successful advertisement are that it should attract the attention of the people, the viewers should be able to feel the need and change the way the end users think. All these can lead to better revenue which will give you better market share. There are several advertising techniques which you can use like internet advertising, writing emails, TV and newspaper advertising, etc. If you are a small business owner, then you should try and know the advertising techniques for small businesses, so that you can get better returns from your business.

Newspaper Advertising

Advertising in newspapers has been used for several generations now and has been one of the most effective means of communicating with the audience. To create a successful advertisement in the print medium, you need to know some of the most effective print advertising techniques, like creating catchy slogans, the inclusion of an offer, promotional advertising, etc. These techniques need to be used in other forms of advertising as well, as the amount of

time spent on an ad by the end user is very less. Mail Advertising Direct mail advertising is a common advertising technique and has also become a popular means of connecting to a wide range of audiences. In this technique, you get the mailing addresses of as many people as possible in a particular locality and send them a flier or brochure of your products. You can also send postcards, but make sure that there is enough content, as content is read. TV Advertising Advertisement on the television gives a semblance of a brand, and so it's important that you use this medium to the hilt. However, it's not that without advertising in this medium, a brand would not be created, there are several companies which don't use this medium and still are huge. The most important thing is having a compelling offer, in which the audience would be interested. Moreover, you need to give your contact information be it your website address, or telephone number, in that short pad they are then padded mediums which you can use, and these include banner advertising, public relations, radio advertising and word of mouth advertising.

Before releasing the Ad it is necessary to protest the message for its effective attractiveness and memorable value. As preparing an ad requires a lot of time, money and a resource, pretesting 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 marketer wants to see the effectiveness of the ad. This is done by the results of sales, the demand for the product and also by various tests such as the day after recall 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.

- In 1931 the first full-fledged Indian advertising agency was launched. Competition and demand were growing, trained personnel were sought.
- In 1945 The Advertising Agencies Association of India was formed, introducing a code of conduct, and streamlining media practices.
- 1952 The Indian Society of Advertisers was formed, to promote interest in advertising and raise its standard.

Controversies Regarding Advertising

- Is Advertising Wasteful?
- Creation of monopolies.
- Advertising Creates Materialistic Demands.
- Advertising is parasitical.
- Advertisements are untrue and misleading.
- Advertising of established products does not make sense.
- Advertising causes costly competition and higher prices.
- Sexually suggestive themes in advertising.
- Certain advertisements do create desires without showing the means to fulfil such desires!

The Pitch Process

The pitch process can be short or long, depending on the information the client requests to make the decision. There is usually a series of steps, including but not limited to these:

- Chemistry meeting. Based on the responses to the RFP, the client will invite select agencies to meet in person. This meeting is generally called a chemistry meeting, as it is designed to allow the companies to determine how well they like each other and if there is “chemistry” between them.
- Initial strategic thinking. Before agencies are given a specific creative assignment, there is a step to discuss the approach to the problem. This discussion can sometimes be part of the chemistry meeting but can also be the next step. The initial strategic thinking allows the agency to demonstrate the tools it keeps in its shed without putting them all to use until the client agrees to the strategic approach.
- Creative presentation. If an agency is given a creative assignment, this meeting is where it presents its recommendations to the client

Positioning Key Points

It is a strategic, not a tactical, activity, It is aimed at developing a strategic, sustainable competitive advantage, It is concerned with managing perceptions, Brand image and reputation are the results of the positioning Process

CONCLUSION

Internet Advertisement Advertising in the sponsored links of major search engines has become one of the most effective methods of internet advertising. The reach of the internet has become so huge that every person in any nook and corner of the world can view the advertisement of your products. Moreover, if you own a website, you can use search engine optimization techniques, where the website would be in the top 10 results of search engines. Getting to the first few rankings helps you to get a wider audience, which in turn can lead to more sales. Other forms of advertising include pay-per-clicking and email advertising, which can also be tried out.

Advertising educates people about new products and their uses. Advertising message about the utility of a product enables people to widen their knowledge. It is advertising that has helped people adopt new ways of life and give up old habits. It has contributed a lot towards the betterment of the standard of living in society. The rational advertising appeal targets the practical, functional or utilitarian needs of the consumer. Utilitarian needs include those factors such as economy, durability, comfort, convenience, health and quality. The content of the rational advertisement or commercial focuses on facts, such as

the benefits or reasons for buying the product or service.

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