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B.Com Honours

Semester I

Calicut University

Advertisement and Sales Promotion

Course Code: COM1MN108 • Module 2 Notes

1. Advertising Message and Copy Components

An advertising campaign's success depends heavily on the creative message and the media channels used to deliver it. A message must capture attention, create interest, and persuade the consumer to act. This module covers the components of an advertising message, copy appeals, traditional vs. digital media, media selection factors, and emerging advertising trends.

Components of an Advertising Message

A standard print or display advertisement consists of several structural components:

- **Headline:** The main text line, written in large font, designed to capture immediate attention and promise a benefit.
- **Subhead:** Smaller text below the headline that provides additional detail or bridges the headline to the body.
- **Body Copy:** The main descriptive text that explains product features, benefits, and supports the value claim.
- **Visuals:** Images, illustrations, or graphics that reinforce the message emotionally and break text monotony.
- **Slogan / Tagline:** A short, memorable phrase associated with the brand (e.g., Nike's "Just Do It").
- **Call to Action (CTA):** Direct instructions telling the reader what to do next (e.g., "Buy Now," "Call Today").

Advertising Copy Appeals

Appeals represent the psychological triggers used in advertising copy to influence consumer motivations:

Rational Appeals

Focus on the consumer's practical, functional need for the product. Highlight features, price savings, quality, or efficiency benefits.

Emotional Appeals

Target psychological and social feelings. E.g., Humor (creating positive associations), Fear (highlighting risks like insurance or health), and Status/Pride.

Moral & Social

Direct attention to social concerns or ethical values (e.g., supporting local crafts, donating to charity, environment conservation).

2. Types of Advertising Media: Traditional vs. Digital

Firms choose from a wide array of media channels to distribute their messages, each offering unique reach and cost profiles:

Medium	Key Strengths	Core Limitations
Print (Newspapers/Magazines)	High local coverage, long shelf life (magazines), detailed information.	Short lifespan (newspapers), poor reproduction quality on newsprint.
Television	Massive national reach, high impact (sight, sound, motion), high prestige.	Very high production and airtime costs, high clutter, easy to skip.
Outdoor / OOH	High local visibility, repeat exposure, good for reminder ads.	Limited message space, high local regulatory restrictions.
Digital / Social Media	Precise demographic targeting, interactive, instant feedback, measurable.	Requires constant monitoring, high clutter, easy for users to ignore.

Factors Influencing Media Selection

Firms analyze several variables before selecting a media mix:

- **Target Audience Habits:** Selecting media that the target demographic consumes (e.g., social media for Gen Z, print for senior professionals).
- **Product Nature:** Products requiring visual demonstration are suited for TV/video, while complex financial services suit print/articles.
- **Reach & Frequency:** Reach is the number of unique viewers; Frequency is the number of times they see the ad. High reach is needed for launches; high frequency is needed for competitive reminder campaigns.
- **Budget Constraints:** High-cost campaigns utilize TV; low-budget campaigns focus on localized digital targeting.

Emerging Trends: Social Media and Influencer Marketing

Modern advertising has transitioned from mass broadcasting to hyper-targeted digital media. **Social Media Advertising** allows micro-targeting based on user interests, search history, and behaviors. **Influencer Marketing** leverages the credibility of social media personalities (macro and micro-influencers) to endorse products, serving as a digital word-of-mouth promotion strategy.

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