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Advertising Objectives (Mission)

“Set the objectives for advertising, know the specific purpose, select them and implement”

To achieve a goal, specific, measurable, attainable and realistic objectives should be set. These are the end points that have to be attained in a given time.

Advertising Objectives (Mission)

Advertising objectives are essential because it helps the marketeer/advertiser to know in advance what they want to achieve and can plan accordingly. As it is the first step in decision making it guides the other steps in planning the advertising programme. It guides and controls each area at every stage of the advertising campaign.

Since advertising incurs heavy cost to the company. It must bear fruits or give positive results. Previously advertisement was done with outpaying much attention to management tasks or for attaining the objectives by proper controls and decision making. As of now the advertisers want tangible results and evaluate the results compared to the costs incurred by them.

There are different objectives.

Decision areas in Advertising or 5 Ms of Advertising

Mission/objectives

There are different objectives vehicle may be achieved by informative advertising, persuasive Adv., Reminder Adv. etc. There are two schools of thought:

(a) Advertising should improve sales.

(b) Advertising is communication task and must have only common goals. It should bring awareness and shape attitudes of the consumers in the favour of the products advertised.

David Ogilvy: World's most famous Ad man stated that "Advertising that does not sell is a waste."

Others are of the opinion that advertisement is a creative art.

Theories: For purchase process. In 1920, AIDA theory was developed.

- (a) • Attention The customer passes through these processes
• Interest and makes a purchase.
• Desire
• Action
• Satisfaction.

Models

| Stages | AIDA Model ^a | Hierarchy-of-Effects Model ^b | Innovation-Adoption Model ^c | Communications Model ^d |
|-----------------|-------------------------|--|--|---|
| Cognitive stage | Attention | Awareness ↓ Knowledge | Awareness | Exposure ↓ Recognition ↓ Cognitive response |
| Affective stage | Interest ↓ Desire | Liking ↓ Preference ↓ Conviction | Interest ↓ Evaluation | Attitude ↓ Intention |
| Behaviour stage | Action | Purchase | Trial ↓ Adoption | Behaviour |

Sources: ^aE.K. Strong, *The Psychology of Selling* (New York: McGraw-Hill, 1925), P-9; ^bRobert J. Lavidge and Gary A. Steiner, "A Model for Predictive Measurement of Advertising Effectiveness," *Journal of Marketing* (October 1961): 61; ^cEverett M. Rogers, *Diffusion of Innovation* (New York: The Free Press, 1962), pp. 79-86; ^dvarious sources.

Fig. 9.1. Response hierarchy models

(b) In 1930 innovation adoption model

This included the following steps.

- Awareness This model is a modification of the AIDA
- Interest model and in this also the consumer passes
- Evaluation through the stages shown and finally adopts
- Trial the product.
- Adoption

another model shown takes the customer through six stages as shown in a sequence and finally the purchase is made.

(c) Hierarchy of effect model

Awareness, Knowledge liking preference, Conviction and purchase.

Dagmar: Defining advertising goals for measuring advert results (Effectiveness). In 1950s, Russel H. Colley called for a need to provide explicit link between advertising goals and results. In this pioneering approach, Dagmar, it looked at advertising as a communication and not a sales task. Dagmar created a controversy in the advertising world which persists even till today.

What is required is a balancing approach—communication and sales both be emphasized.

The Dagmar approach influences the advertising planning process and objective setting. One has to have a balance between communication objectives and sales objectives.

Dagmar approach is based on an hierarchy of effects model and consumers do not always follow the sequence as shown. Action can precede attitude formation and comprehension may come after purchase and so on. Sometimes, the measurement of sales is also difficult and it is also seen that as it requires a lot of research and it is practised by large companies. Dagmar is a planned approach and may inhibit creativity. Dagmar places too much attention to quantitative messages and on impact and awareness.

Advertising objectives are drawn from 4 sets of themes or constructs

- (i) **Behavioural construct** *e.g.*, trial purchase and store visits as an advertising objectives. This is done when a new product is being offered or changes are incorporated in the existing product. It supplements the sales task. It is done through Direct mail, Reminder and Retail advertising.
- (ii) **Attitude change and measurement:** Attitudinal changes are brought about so that the customer changes his attitude favourably towards the companies product.
- (iii) **Creating of awareness:** Through awareness advertising when the product is new or less known.
- (iv) **Image creation and positioning:** Advertising is done to build an image to position the product. For institutions image building and image reinforcements are very important activities. Advertising therefore can be used to serve a variety of purposes. Advertising objectives can also be set in the functional areas as well.

Advertising objectives are set on:

Specific Requirements: Some common areas for setting advertising objectives are given below.

- | | |
|-------------------------------|---|
| • Introduction of New Product | • Supporting other promotional activities |
| • Expansion of Market | • Stimulating impulse buying |
| • Countering Competition | |
| • Reminding Consumers | Objectives vary form to form and |
| • Removing Dissonance | from market to market |
| • Building Brand Image | |

Audience Perception

Individuals remain predominant in the final response which may be obtained from advertising communication. Douglas, Field and Tarpey have enumerated the following factors which affect the perceptual process of human beings.

Structural Factors: The environmental stimuli and the physical nature of the individual.

Mental Set: A readiness to perceive in a certain way and perhaps to react in a predetermined way to the perception.

Expectation: A tendency to expect that a stimulus situation will exhibit certain characteristics.

Past experience and primary: A tendency to perceive or interpret a new experience on the basis of a previous experience; a tendency to organize our perception to later stimulus situation on the basis of initial impressions.

Inner needs: The internal and psychological needs of the individual affect the way he perceives the world.

Role: The role an individual plays in a situation and his conception of that role tends to shape his perception of the situation.

Status: People of different status may sometimes perceive the same product or company in different ways.

Mood: Our moods affect the way we perceive situations, the elements on which we concentrate and the elements we ignore as well as our evaluation of the significance of this situation.

Perceptual constancy: We tend to perceive things in the way we are accustomed to perceiving them, even though the stimulus changes; we thus preserve a relatively stable image of reality in a world where things are constantly changing.

Selectivity: We tend to select from a stimulus situation those elements that interest us or are important to us and ignore the rest of the stimuli.

Levelling and sharpening: In remembering things, we tend to simplify them and recall a relatively general and meaningful pattern that is consistent with inner needs by dropping details (levelling) and simplifying or sharpening others.

Cultural and group factors: Group attitudes towards skin colour, companies and products spread through a culture, subculture and influence the way people perceive.

This is a fairly comprehensive list. However, greater attention should be given to cultural and group factors after interpreting this item in a broader sense. Such factors may be of special importance to developing countries where the influence of group and communities is more predominant than in advanced countries. Moreover, word-of-mouth communication is an important element of decision making.

Questions

1. Discuss the views of David Ogilvy and Russel H. Colley on the objectives of advertising. What are your views for the same ?
2. Discuss the areas in which objectives can be set.