

2007

Project Guru

SAMPLE PROJECT

## **WHAT WOULD YOU DO IF YOUR ADVERTISEMENT IS NOT WORKING?**

This project has taken into consideration all the factors that are responsible for an advertisement's disfunctionality and what to do if your advertisement is not working the way it should.

## Executive Summary

There are many reasons why advertisements do not perform up to the mark. One reason can be that your advertisement is placed in the wrong place. A large number of businesses buy media pack on the basis of larger space and they give lesser emphasis on planning and concept of the advertisement that they are going to have. There are a number of things to consider, planning is one such thing that every business houses like to ignore about but it is as important as having an advertisement for your company. Getting the right target view your advertisement is a challenge every where. If you are advertising somewhere then there are good chances that someone else is advertising there, too. Thus it is very hard to tell that who would get the prospect. The business that gets the prospect is having its advertisement resonate its messages very clearly to his customers. Then 'how would you get your ad resonate' is a very important question that comes up. There are several things that one has to keep in mind while making an advertisement. One such important thing is the Ad Design; it is the most important thing for any advertisement because it has to catch the viewer's eye and draw his attention to deliver the message.

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## Aim

Often spending a huge amount of money on advertisements businesses fail to transmit their knowledge to their right customer. But worrying after the first appearance of an advertisement or trying out only one media is not actually what you were expecting. To get the best apple from tree you first have to wait for the apple to ripen up. Thus patience and innovation is very important for any advertisement to be successful. Yes advertisement does work; if it didn't then Coca- Cola Co. probably wouldn't have sunk \$569 million into advertisements in 2002. And if you think that's a lot of money, there were bigger 57 spenders on the Ad Age list of largest advertisers. There are a number of things you can do if you want to know whether your advertisement is working for you or not. The thing is to give them fair chance, as I had stated earlier that to have the best apple from the tree you have to give it some time to rip, similarly to have the best results out of your advertisements it is better to give them a fair chance to act. For this planning is the most important thing that you have to concentrate. Advertising through only one media will not give you the results that you had expected. Choose your choices correctly when you are selecting your medium of campaign for various different mediums through which you can promote your business otherwise it will be throwing darts in the dark. One can easily get tempted to handle its own campaign but it is very important to rely on the professionals to do the job to get the most out of your money. Many a times agents purchase advertising tools and marketing tools on impulse rather than considering rather than considering all the factors like distribution and demographics. Placing the marketing and advertising needs into the hands of a knowledgeable professional allows the agent to focus on their clients. They now have someone to do all the research, negotiate the advertising costs, compile the materials, and manage their ad budget. Thus the aim of the project is to plan your advertisement for any type of failure of an advertisement.

## Introduction

A wise man once said, "The person who saves money by not advertising is like the man who stops the clock to save time." In today's fast-paced, high-tech age, businesses must use some form of advertising to make prospects aware of their products and services. Even a famous company like Coca-Cola continually spends money on advertising to support recognition of their products. In 1993, Coca-Cola spent more than \$150 million to keep its name in the forefront of the public's eye. So the question isn't whether or not you can afford to advertise, you simply must if you want your business to succeed.

### **Then why do ads fail to bring in sales?**

If you browse the ads in your local paper, just about all of them talk about themselves:

- This is our business name;
- This is our logo;
- This is what we do;
- This is how long we've been in business;
- This is our product/service; and then usually,
- Call us now so we can sell you something.

This is nothing more than making announcements. Just like scanning the Yellow Pages. And the prospects that do reply are the 1% who are shopping for a product at that time. But what about the 99% browsing your ad who aren't interested? The goal is to create good advertising that is clean, engaging, and effective. Advertising that not only moves the viewer on an emotional level but also moves them to buy the product. To do this, an advertising agency does not need to be expensive nor part of a huge conglomerate. The client and the agency can simply share the same goal.

Many small businesses lack the expertise, time, and resources to create an effective professional ad campaign. Rather than randomly or blindly selecting an ad agency, choose an agency

that can provide a business with a strong advertising strategy, an evolving creative development, and a fitting media selection. But even some of the best advertisements can even fail to make sales but it is not the end. Planning is one of the most crucial part to have a successful advertisement.

## **How to make an effective advertisement?**

Most ads don't get the attention of people's prospects. This is pretty basic. It is physically impossible for prospects to contact you unless they know about you and if you're counting on them to find out about you from your advertising, then step one is for your ad to get your prospects' attention. Unfortunately, some ads actually do get attention, but these ads get the attention of your prospect in the wrong way. The best example that we can talk about is Godrej hair dye, it saw a tremendous rise in its sale when the market researchers did an extensive study they found out that Bihar was contributing for its tremendous sale and it was used dye white cows to black, so that the cows can be sold as buffaloes because buffaloes sell costlier than cows. It was perfect but the profit was only for a shorter period and could have pulled back any time.

For an ad to generate a qualified lead or create an immediate sale, it must start off on the right foot. That "right foot" sets the right tone and invites a qualified prospect to call you. There are many reasons why your advertising is not performing the way it should. One reason is that you may be advertising in the wrong place or lack of planning. Businesses spend millions of rupees each month on advertising, and some have very little knowledge of what they are buying. A large percentage of businesses buy advertising space purely on price and have very little concept of planning or control. Planning an advertising campaign is not really difficult but it is very important.

**The following are 5 simple points to make an effective advertisement:**

1. First of all give a fair chance to evaluate. It is not necessary that the reader of any magazine or article that contains your advertisement will necessarily go through the magazine from front to back. He may miss your message while going through the magazine. The advertisement should be resonating and should have a minimum frequency of 3 times in weekly or monthly magazine or a daily. One has to allow the reader to miss an issue. You can only make a decision about whether a publication's readership provides a viable source of leads once you have given them all a fair chance to respond.
2. Implementing your advertisement right at the front will ensure much more attention by the readers because if you observe the environment of a classroom you would see the teacher paying less attention to the students seated in the last bench. It's a general phenomenon that the front rowers are much more intelligent and valuable. Thus in advertising you have to be at the front. In the ad business, this is called frequency. A much-cited suggestion is to aim for a frequency of three times a month. It really makes a difference when you give an advertisement at the front of the right hand page. It is all about making your advertisement noticeable.
3. Worrying after one appearance of your advertisement or trying only one media will not do up to the mark. It is very important to compare results over a number of different Medias. One effective method to get your name in front of the target market is to create a plan that mixes different forms of advertising. Don't put all your ads in one media and don't move sequentially from one media to the next until you find one that works. Test 3, 4 or more if you can, all at the same time so you can compare results like for like over the same time frame. This results in an increased number of frequency of the advertisement

appearance. The researchers investigated whether "mere exposure effect," a condition in which people develop a positive perception of stimuli not presented to them on a noticeable level, was also applicable to incidental advertising. In a series of experiments, the researchers discovered that even if people could not recall the content of the ad, repeated exposure led to familiarity, which then led to positive feelings.

4. Perform tests to maximize response. If your media of your advertisement is the best then test it. Then take the key messages from your successful ad and build them into an ad for a different media. Test that ad, adapt it and test it again. Then, once the ad starts working try out in more than one media, test it to see which media gives you the most response for your money. A fair test is one that is directly comparable to another. Ideally therefore, you should give each test exactly the same terms. (Same shelf life in the same publication).
  
5. Allow for differences in publications. Sometimes, certain media really do not work – even ones that we thought had to produce a ton of leads have been known to disappoint. There is normally a rational reason for it –perhaps it is not a readership that responds to classified advertisements; perhaps the readership figure is actually a lot lower than the circulation figure.

## Recommendations

Prior to the start of the ad campaign we can predict its effects on the consumer based on the ad's characteristics. Advertisers obtain important pointers with which they can choose between various creative options and decide on the basis of the results how they can perfect or enhance the basic creative ad idea and so thoroughly reduce the risk of an inefficient ad. Ad pre-testing can also be conducted in combination with other advertising campaign elements, packaging, form etc., because it is able to predict the response of consumers to the ad campaign in a more precise and reliable way.

### *Testing the ad drafts*

Before final composition of the ad the drafts can be first tested. If television ads are being tested, "storyboard" or "lay-out" drafts are used. In the case of printed ads, it is best to prepare a simplified sketch of the final ad, which should be the same size as the final ad. For radio ads, an audio ad concept is prepared. In this pre-test stage, consumers' reactions to the ad can be reliably predicted what works and what doesn't, why and what could work better.

### *Testing the finally completed ad*

If the ad is already completed, we can obtain useful information about the noticeability of the ad and how consumers will react to it. Information obtained is very useful when a client has to decide which of the available television spots he will choose to air. For example, a company has sent several spots to overseas branches and it is necessary to choose one to air in the local market. Perhaps it is difficult to decide whether they should start showing a new ad or whether it would be smarter to continue with the old one.

***Getting a right ad is more important than choosing the media.***

If an ad works well in newspaper, and you KNOW HOW to communicate the same message on TV, it will work well in the print media too. TV, newspaper and radio ALL reach hundreds of thousands of people. If a message is right, any mainstream media will work. The secret is to make an ad work well in the first place. Then when it works ANYONE KNOWS WHY, and can use the same strong messages in other media too. The best campaigns are often the ones with strong messages placed in more than one media.

***Customers don't care about USPs, they just want benefits:***

USP is the 'unique selling points' of a product or service - e.g. the leather seats in a new car model. But customers don't care, they want to know about the benefits - e.g. 'upholstery that gently hugs you in all the right places, making you feel one with the car'. You only have 30 seconds, if you waste it on USPs you will be disappointed, Stick to benefits, it's what they want to know.

## **Observations**

If an ad is written to appeal sympathetically to the correct customer need, that establishes the credibility for meeting the need, and is placed in an appropriate medium that offers regular exposure to the customers, the ad will do the job or else it will fail. Most of the advertisements fail mostly because of the following reasons:

***The ad wasn't created to appeal sympathetically to the correct customer need:***

No one can force a sale, the best, the most reliable and the most profitable customers come to a business because they meet a particular need that the competitors don't. The goal of advertising is to establish name and brand recognition for a company by associating the name

with the ability to meet customer needs. This helps promote the “good gut feeling” that the best customers have about a company but can’t really explain it. E.g. Kellogg’s corn flakes that have failed to generate profit in the Indian market, but if you ask any one about cornflakes the first would be Kellogg. Kellogg still has to through a long way to be successful in the Indian Market. The consumers are still not ready to accept cereals in their diet.If an ad isn’t built around the right specific customer needs - not wants, not desires, not self-image, but needs - then it’s almost doomed to fail.

### ***Too Little Repetition***

If an ad doesn't make an irresistible, limited-time offer, it has to be run for many a times for customers to first become aware of it, and then to become familiar with it. Next, the seller has to wait for customers to need what a seller sells. And the longer the product-purchase cycle, the longer the seller may have to wait. E.g. Restaurants will see results more quickly than carpet stores because we eat more often than we replace our carpet. Ads that make an irresistible, limited-time offer may work like magic, but the longer an ad is run; the less well they work. Until they finally quit working altogether. So what do you do then?

### ***The ad does not establish the credibility for meeting the customer’s needs.***

Credibility begins with evidence of understanding. It's not enough to hit on the right need. The ad has to demonstrate in some way that the product truly understands and can meet the customer needs. This step doesn't have to be fancy. If the customers need a strong, professional company, the ad should reflect that. If they need to know that the company come highly recommended, or that it has certain degree of experience, or that the services are unique to the area that should somehow be a part of the advertising. The ad should provide enough credibility to satisfy those customers looking for it.

*There were too many expectations from the ad.*

If the ad is solid, and the medium is appropriate, then the problem is you. Advertising alone doesn't revolutionize profits. Like all marketing tools, advertising is a precision instrument, an individual tool designed to perform a specific task. Relying on only advertising - or only networking, or only cold calling, or only a website - to promote your business makes as much sense as an auto mechanic who uses only a hammer to fix a car. Since human beings are complicated, so are sales problems. Complicated problems require the skilled collaboration of multiple tools, of which traditional print advertising is only one.

The role of advertising in a modern marketing campaign is to establish name and brand recognition for your company, not to pitch a sale. The idea is to make sure that the prospect has already heard of the company advertising- and has a favorable "feel" about it- by the time the salespeople come calling to the prospect. Advertising helps pave the road for other marketing efforts. If you expected sales to double last month because you ran an ad but did little else, you probably expected more than reality could provide. It's in fact possible that the ad did work, but it provided benefits that the business didn't capitalize on because you expected different results.

**Limitations of different mediums of Advertising:**

Advertising is an investment in your business' future. And, like any investment, it's important to find out as much as you can before you make a decision. Every advertising medium has characteristics that give it natural advantages and limitations.

### ***Newspaper advertising:***

Advertising in the newspaper offers many advantages, but it is not without its inherent disadvantages, such as:

1. Newspapers usually are read once and stay in the house for just a day.
2. The print quality of newspapers isn't always the best, especially for photographs.
3. The page size of a newspaper is fairly large and small ads can look minuscule.
4. An ad must compete with other ads for the reader's attention.

### ***Radio advertising:***

Since its inception, radio has become an integral part of American culture. In some way, it touches the lives of almost everyone, every day. Radio, as a medium, offers a form of entertainment that attracts listeners while they are working, traveling, relaxing or doing almost anything. But it has many disadvantages with it:

1. Radio commercials cannot be reviewed. Once it plays, it's gone. If you didn't catch the entire message, you can't go back and hear it again.
2. Since there are a lot of radio stations, the total listening audience for any one station is just one piece of a much larger whole. That's why it's important to know what stations the customers and prospects probably listen to.
3. People don't listen to the radio all the time, only during certain times of day. So, it's important to know when the customers or prospects are listening.
4. Radio as a broadcasting medium, can effectively sell an image, or one or two ideas at the most. It is not, however, a detailed medium and is a poor place for prices and telephone numbers.

***Television advertisements:***

Television is often called "king" of the advertising media, since a majority of people spend more hours watching TV per day than paying attention to any other medium. It combines the use of sight, color, sound and motion ... and it works. TV has proven its persuasive power in influencing human behavior time and time again. But it's also the "king" of advertising costs.

Because TV has such a larger ADI (Area of Dominant Influence), the stations can charge more for commercials based on the larger number of viewers reached. The cost of television commercial time is based on two variables:

1. The number of viewers who watch the program.
2. The time during the day the program airs.

One 30-second television commercial during prime time viewing (8 p.m. to 11 p.m.) can cost 10 to 30 times more than one radio spot during drive time (which is considered prime listening time).