SUBJECT NAME: CONTENT WRITING

CODE: CSEN56

UNIT – III

11 Objectives of Advertising – What are Advertising Objectives?

Advertising is one of the most creative fields and is a part of Marketing. In fact, Advertising has become so big that many people get confused about the differences between marketing and advertising. Nonetheless, the objectives of Advertising are completely different from Marketing.

In summary, it is the objective of advertising to carry out communications between the brand and the customer. Before the adoption of digital marketing and advertising, most of the communication between the brand and the customer was one way. However, nowadays even digital advertising like sponsored ads are a chance of two-way communication.

Without further ado, we present to you the 11 objectives of advertising and the goals which advertising can achieve for an organization.

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1) Introduce a product

The most common reason Advertising is used is to introduce a new product in the market. This can be done by existing brands as well as new brands. Have a look at the latest IPhone in the market or a Samsung smartphone and you will find a lot of advertisement for these new products. The objective of advertising here is to tell customers – "Here is the new product we have launched"

2) Introduce a brand

There are many startups in the market today and many of them are services. Services are generally marketed as a brand rather than marketing their individual service product. Thus, Uber will market its own brand and introduce that Uber has started servicing customers in a new market. Same goes for Oracle or Accenture – Companies which market their brand and their presence in the market rather than marketing an individual product.

3) Awareness creation

According to the AIDA model, the most important job of advertising is to get attention which is nothing but Awareness creation. Advertising needs to capture the attention of people and make them aware of the products or their features in the market.

Example – Most of the Bank ads that you see are awareness campaigns. The ads that advertise the benefits of savings / mutual funds or benefits on credit and debit cards are all awareness creation ads.

4) Acquiring customers or Brand switching

One of the major objectives of advertising and the first objective of many advertising campaigns is to acquire more customers. This is also known as making the customers switch brands. This can happen by passing on a strong message so that the potential customer leaves the brand which he is tied up with and comes to your brand.

Example – Most telecom companies launch plans and strategies just to acquire customers and then advertise these strategies in the market so that the customer switches brands. There is hardly any differentiation in the telecom market – thus advertising is a major way to acquire customers. The Vodafone Zoozoo campaign was just that – Influence the customers and create passion in such a way that they do brand switching,

5) Differentiation and value creation

A most important aspect of Advertising is to differentiate the product or the service from those of the competitor. A customer can only differentiate between services based on the value the firms provides over that of competitors.

If a competitor is just advertising the features, whereas your firm advertises the promises and commitments that it will keep, naturally more customers will "trust" your brand over others. This is the reason that advertising is used commonly to create value and to differentiate one brand from another.

Coca cola, Toyota, Amazon are some of the most trusted brands in the market. It is no doubt that these brands are also amongst the top advertisers in their respective segments. These brands target value creation as well as differentiation via their advertising campaigns.

6) Brand building

When a brand regularly advertises and delivers quality products and fulfills the promises it makes, automatically the value of the brand is built. However, there are many other aspects of brand building. One of the first ones is to advertise via ATL and BTL campaigns etc.

Brands have different objectives of Advertising. Brands like P&G and HUL regularly invest funds in building a good brand value for the parent brand. By doing so, even if one brand is affected, the parent brand is untouchable.

Recently we observed the problems of Maggi in India where Maggi was banned completely due to high lead content. However, this did not affect the parent brand Nestle much and neither affected its other brands like Nescafe which had done their own brand building and were independent of the parent brand. This brand was built by good products and constant advertising towards building brand equity and making a connect with the audience.

7) Positioning the product – Product and brand recall

One of the key factors in the actual purchase of a product is the products recall and the brand recall at the time of purchase. Amongst the objectives of advertising, one objective is to correctly position the brand in the minds of the customer.

Examples include premium brands like Ralph Lauren, Gucci, Hermes or others which are clearly positioned premium. This position is achieved by first having a very premium product line which is high priced but it is also achieved by buying premium advertising and placing the ads in media vehicles which are very premium.

Besides premium marketing, we can also look at niche marketing. Kent is a company which has focused all its advertising on its purification capability. They claim they are the masters of water purifiers. Their repeated advertising creates a high product and brand recall in the minds of the customers thereby positioning them as the top purchased brand in the water purifier segment.

8) Increase sales

Naturally, with so many steps being taken to advertise the product, it is no doubt that one of the objectives of advertising is to increase sales. Many a times this objective is achieved via advertising. However, if the campaign is improper or the audience is not targeted properly, then advertising can fail in its objective.

Nonetheless, there are many seasonal products wherein an immediate increase in sale is observed due to advertising. The best example is Ice cream brands which advertise heavily during the summer months because they know that advertising will immediately influence the sales figures. They do not waste money in advertising during the winter season at all.

Similarly, you will see many ads of raincoats during rainy season and ads of winter wear during winter seasons. All these ads are placed to increase the sale of the product immediately.

9) Increase profits

With the value being communicated and the brand being differentiated as well as sales being increased, there is no doubt that advertising can contribute a lot to increasing profits. Advertising should never be looked at as an expense or a liability. In fact, it is an investment for a firm just like a brand is an investment.

Look at the likes of Siemens or Bosch – Brands which have invested heavily in positioning themselves on the basis of their German engineering. As a result, today they demand high profits in whatever segments they operate in or whatever products they sell.

10) Create Desire

Again, referring to the AIDA model, one of the key factors in advertising is to create a desire for the product so that the customer wants the product. Brands which are known to do this are BMW, Audi, Harley Davidson, Adidas and others. These brands are master of advertising where they create so much desire for the product that the customer absolutely wants a product even if he doesn't need it.

There are many stories of Harley Davidson as a brand wherein customers have saved money for years to buy a particular bike of Harley Davidson. Same stories can be heard about an Audi or a BMW. A unique example in this case are the bottles of Absolut Vodka. Absolut Vodka is so famous for its bottles that there are collectors who desire to collect all different bottle types of Absolut Vodka. Such desire creation is an effect of advertising + brand building + the fan following over time.

11) Call to action

One of the most common objectives of digital advertising and digital marketing is to get a call to action. Brands invest in banner ads, link ads as well as social ads to get their potential customers to take an action. This action can be filling up an Email form, clicking on a link, watching a video, giving a survey or what not.

There are brands which have done ATL advertising and shown half the ads and then attracted customers to their YouTube channel so that they could track their viewers and get them to take some action. Call to actions are also one of the objectives of advertising in which case the actions differ from time to time based on what the marketer wants to achieve.

Video on Role of Advertising

The above are the different types of Objectives of Advertising. Naturally, a firm can have 2-3 objectives for advertising their products or services.

Some of these objectives might be short term like advertising to increase seasonal sales whereas other objectives might be long term like Brand building and increasing profits. Depending on the

current standing of the firm in their market, they can choose their advertising objective and come up with an advertising campaign.

Types of Ad Category

Depending on ad or creative, categorization of ad has been done which helps the ad server to understand what kind of ad it is picking. Categorization also helps to target the right publishers.

Some common ad categories are:

- **Adult:** Any creative or ad that has content meant for adults i.e. nudity, it should fall under adult category. Example: Condom or lingerie ads are adult categorized ads.

- **Alcohol:** Such category is for the ads that show or promotes any brand of alcohol. Ad having any relevance to the alcohol brand will fall under adult category. Example: Carlsberg, Blender's pride.

- **Dating:** Sites like zoosk, match, or shaadi.com ads falls under this category.

- **Gambling:** A creative that encourages a user to gamble by purchasing a ticket, or betting money, should be classified as Gambling. Lottery and online poker are some examples. Any ad having a word "bet" also is categorized as Gambling.

- **Sweepstakes:** As per Wikipedia, sweepstakes are promotions targeted toward both generating enthusiasm and providing incentive reactions among customers by enticing consumers to submit free entries into drawings of chance (and not skill) that are tied to product or service awareness wherein the featured prizes are given away by sponsoring companies. Prizes can vary in value from less than one dollar to more than one million U.S. dollars and can be in the form of cash, cars, homes, electronics, etc. By this definition, any creative that encourages the user to sign up for free with the promise of a prize should be classified under this category.

- **Political:** Creative that promotes political parties, political views, or a candidate should be marked under Political.

- **Religious:** Creative that promote a religion, religious parties, or religious views, should be categorized under this category.

- **Suggestive:** There is a difference between the suggestive and adult categories. Not all adult ads can be categorized as suggestive or vice versa. A creative is suggestive if there is an underlying meaning to the ad basically a double meaning ad which is not directly showing any nudity but has an adult meaning to it.

- **Tobacco:** Creative that promotes products with tobacco should be categorized under this category.

- **Violence:** Any creative that has violence, or supports violence or violent movements, should be classified under this category. Below example shows a bullet which makes it fall under violence category

LAYOUT

In manufacturing, facility layout consists of configuring the plant site with lines, buildings, major facilities, work areas, aisles, and other pertinent features such as department boundaries. While facility layout for services may be similar to that for manufacturing, it also may be somewhat different—as is the case with offices, retailers, and warehouses. Because of its relative permanence, facility layout probably is one of the most crucial elements affecting efficiency. An efficient layout can reduce unnecessary material handling, help to keep costs low, and maintain product flow through the facility.

Firms in the upper left-hand corner of the product-process matrix have a process structure known as a jumbled flow or a disconnected or intermittent line flow. Upper-left firms generally have a process layout. Firms in the lower right-hand corner of the product-process matrix can have a line or continuous flow. Firms in the lower-right part of the matrix generally have a product layout. Other types of layouts include fixed-position, combination, cellular, and certain types of service layouts.

PROCESS LAYOUT

Process layouts are found primarily in job shops, or firms that produce customized, low-volume products that may require different processing requirements and sequences of operations. Process layouts are facility configurations in which operations of a similar nature or function are grouped together. As such, they occasionally are referred to as functional layouts. Their purpose is to process goods or provide services that involve a variety of processing requirements. A manufacturing example would be a machine shop. A machine shop generally has separate departments where general-purpose machines are grouped together by function (e.g., milling, grinding, drilling, hydraulic presses, and lathes). Therefore, facilities that are configured

according to individual functions or processes have a process layout. This type of layout gives the firm the flexibility needed to handle a variety of routes and process requirements. Services that utilize process layouts include hospitals, banks, auto repair, libraries, and universities.

Improving process layouts involves the minimization of transportation cost, distance, or time. To accomplish this some firms use what is known as a Muther grid, where subjective information is summarized on a grid displaying various combinations of department, work group, or machine pairs. Each combination (pair), represented by an intersection on the grid, is assigned a letter indicating the importance of the closeness of the two (A = absolutely necessary; E = very important; I = important; O = ordinary importance; U = unimportant; X = undesirable). Importance generally is based on the shared use of facilities, equipment, workers or records, work flow, communication requirements, or safety requirements. The departments and other elements are then assigned to clusters in order of importance.

Advantages of process layouts include:

- Flexibility. The firm has the ability to handle a variety of processing requirements.
- Cost. Sometimes, the general-purpose equipment utilized may be less costly to purchase and less costly and easier to maintain than specialized equipment.
- Motivation. Employees in this type of layout will probably be able to perform a variety of tasks on multiple machines, as opposed to the boredom of performing a repetitive task on an assembly line. A process layout also allows the employer to use some type of individual incentive system.
- System protection. Since there are multiple machines available, process layouts are not particularly vulnerable to equipment failures.

Disadvantages of process layouts include:

- Utilization. Equipment utilization rates in process layout are frequently very low, because machine usage is dependent upon a variety of output requirements.
- Cost. If batch processing is used, in-process inventory costs could be high. Lower volume means higher per-unit costs. More specialized attention is necessary for both products and customers. Setups are more frequent, hence higher setup costs. Material handling is slower and more inefficient. The span of supervision is small due to job complexities (routing, setups, etc.), so supervisory costs are higher. Additionally, in this type of layout accounting, inventory control, and purchasing usually are highly involved.
- Confusion. Constantly changing schedules and routings make juggling process requirements more difficult.

PRODUCT LAYOUT

Product layouts are found in flow shops (repetitive assembly and process or continuous flow industries). Flow shops produce high-volume, highly standardized products that require highly standardized, repetitive processes. In a product layout, resources are arranged sequentially, based on the routing of the products. In theory, this sequential layout allows the entire process to be laid out in a straight line, which at times may be totally dedicated to the production of only one product or product version. The flow of the line can then be subdivided so that labor and equipment are utilized smoothly throughout the operation.

Two types of lines are used in product layouts: paced and unpaced. Paced lines can use some sort of conveyor that moves output along at a continuous rate so that workers can perform operations on the product as it goes by. For longer operating times, the worker may have to walk alongside the work as it moves until he or she is finished and can walk back to the workstation to begin working on another part (this essentially is how automobile manufacturing works).

On an unpaced line, workers build up queues between workstations to allow a variable work pace. However, this type of line does not work well with large, bulky products because too much storage space may be required. Also, it is difficult to balance an extreme variety of output rates without significant idle time. A technique known as assembly-line balancing can be used to group the individual tasks performed into workstations so that there will be a reasonable balance of work among the workstations.

Product layout efficiency is often enhanced through the use of line balancing. Line balancing is the assignment of tasks to workstations in such a way that workstations have approximately equal time requirements. This minimizes the amount of time that some workstations are idle, due to waiting on parts from an upstream process or to avoid building up an inventory queue in front of a downstream process.

Advantages of product layouts include:

- Output. Product layouts can generate a large volume of products in a short time.
- Cost. Unit cost is low as a result of the high volume. Labor specialization results in reduced training time and cost. A wider span of supervision also reduces labor costs. Accounting, purchasing, and inventory control are routine. Because routing is fixed, less attention is required.
- Utilization. There is a high degree of labor and equipment utilization.

Disadvantages of product layouts include:

- Motivation. The system's inherent division of labor can result in dull, repetitive jobs that can prove to be quite stressful. Also, assembly-line layouts make it very hard to administer individual incentive plans.
- Flexibility. Product layouts are inflexible and cannot easily respond to required system changes—especially changes in product or process design.
- System protection. The system is at risk from equipment breakdown, absenteeism, and downtime due to preventive maintenance.

FIXED-POSITION LAYOUT

A fixed-position layout is appropriate for a product that is too large or too heavy to move. For example, battleships are not produced on an assembly line. For services, other reasons may dictate the fixed position (e.g., a hospital operating room where doctors, nurses, and medical equipment are brought to the patient). Other fixed-position layout examples include construction (e.g., buildings, dams, and electric or nuclear power plants), shipbuilding, aircraft, aerospace, farming, drilling for oil, home repair, and automated car washes. In order to make this work, required resources must be portable so that they can be taken to the job for "on the spot" performance.

Due to the nature of the product, the user has little choice in the use of a fixed-position layout. Disadvantages include:

- Space. For many fixed-position layouts, the work area may be crowded so that little storage space is available. This also can cause material handling problems.
- Administration. Oftentimes, the administrative burden is higher for fixed-position layouts. The span of control can be narrow, and coordination difficult.

COMBINATION LAYOUTS

Many situations call for a mixture of the three main layout types. These mixtures are commonly called combination or hybrid layouts. For example, one firm may utilize a process layout for the majority of its process along with an assembly in one area. Alternatively, a firm may utilize a fixed-position layout for the assembly of its final product, but use assembly lines to produce the components and subassemblies that make up the final product (e.g., aircraft).

CELLULAR LAYOUT

Cellular manufacturing is a type of layout where machines are grouped according to the process requirements for a set of similar items (part families) that require similar processing. These groups are called cells. Therefore, a cellular layout is an equipment layout configured to support cellular manufacturing.

Processes are grouped into cells using a technique known as group technology (GT). Group technology involves identifying parts with similar design characteristics (size, shape, and function) and similar process characteristics (type of processing required, available machinery that performs this type of process, and processing sequence).

Workers in cellular layouts are cross-trained so that they can operate all the equipment within the cell and take responsibility for its output. Sometimes the cells feed into an assembly line that produces the final product. In some cases a cell is formed by dedicating certain equipment to the production of a family of parts without actually moving the equipment into a physical cell (these are called virtual or nominal cells). In this way, the firm avoids the burden of rearranging its current layout. However, physical cells are more common.

An automated version of cellular manufacturing is the flexible manufacturing system (FMS). With an FMS, a computer controls the transfer of parts to the various processes, enabling manufacturers to achieve some of the benefits of product layouts while maintaining the flexibility of small batch production.

Some of the advantages of cellular manufacturing include:

- Cost. Cellular manufacturing provides for faster processing time, less material handling, less work-in-process inventory, and reduced setup time, all of which reduce costs.
- Flexibility. Cellular manufacturing allows for the production of small batches, which provides some degree of increased flexibility. This aspect is greatly enhanced with FMSs.
- Motivation. Since workers are cross-trained to run every machine in the cell, boredom is less of a factor. Also, since workers are responsible for their cells' output, more autonomy and job ownership is present.

OTHER LAYOUTS

In addition to the aforementioned layouts, there are others that are more appropriate for use in service organizations. These include warehouse/storage layouts, retail layouts, and office layouts.

With warehouse/storage layouts, order frequency is a key factor. Items that are ordered frequently should be placed close together near the entrance of the facility, while those ordered less frequently remain in the rear of the facility. Pareto analysis is an excellent method for determining which items to place near the entrance. Since 20 percent of the items typically represent 80 percent of the items ordered, it is not difficult to determine which 20 percent to place in the most convenient location. In this way, order picking is made more efficient.

While layout design is much simpler for small retail establishments (shoe repair, dry cleaner, etc.), retail stores, unlike manufacturers, must take into consideration the presence of customers and the accompanying opportunities to influence sales and customer attitudes. For example, supermarkets place dairy products near the rear of the store so that customers who run into the store for a quick gallon of milk must travel through other sections of the store. This increases the chance of the customer seeing an item of interest and making an impulse buy. Additionally, expensive items such as meat are often placed so that the customer will see them frequently (e.g., pass them at the end of each aisle). Retail chains are able to take advantage of standardized layouts, which give the customer more familiarity with the store when shopping in a new location.

Office layouts must be configured so that the physical transfer of information (paperwork) is optimized. Communication also can be enhanced through the use of low-rise partitions and glass walls.

A number of changes taking in place in manufacturing have had a direct effect on facility layout. One apparent manufacturing trend is to build smaller and more compact facilities with more automation and robotics. In these situations, machines need to be placed closer to each other in order to reduce material handling. Another trend is an increase in automated material handling systems, including automated storage and retrieval systems (AS/AR) and automated guided vehicles (AGVs). There also is movement toward the use of U-shaped lines, which allow workers, material handlers, and supervisors to see the entire line easily and travel efficiently between workstations. So that the view is not obstructed, fewer walls and partitions are incorporated into the layout. Finally, thanks to lean manufacturing and just-in-time production, less space is needed for inventory storage throughout the layout.

SEE ALSO:

Language

From Simple English Wikipedia, the free encyclopedia

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Language is the normal way humans communicate.[1] Only humans use language, though other animals communicate through other means. The study of language is called linguistics.

Human language has syntax, a set of rules for connecting words together to make statements and questions. Language can also be changed, by adding new words, for

example, to describe new things. Other animals may inherit a set of calls which have pre-set functions.

Language may be done by speech or by writing or by moving the hands to make signs. It follows that language is *not* just any way of communicating. Even some human communication is not language: see non-verbal communication. Humans also use language for thinking.

When people use the word *language*, they can also mean:

1. the language of a community or country
2. the ability of speech
3. formal language in mathematics, logic and computing
4. sign language for deaf people (people who cannot hear)
5. a type of school subject

UNESCO says that 2,500 languages are at risk of becoming extinct.[2]

Contents

Universals of language [change | change source]

All languages share certain things which separate them from all other kinds of communication.[3][4]

1. A language has rules which are shared by a community.
2. All human languages are based on sound and hearing, or in the case of sign language, vision. All the basic sound units, or phonemes, have this in common: they can be spoken by the human voice, and heard by the human ear.
3. The sounds come out in a sequence, not all at once. This is mimicked in writing, where the marks are put on the paper or screen in the same sequence.
4. The stream of sounds have little gaps between them, and come in bigger packages. We call the bigger packets sentences or questions or replies or comments.
5. In most languages, English being one, the syntax or order of the words can change the meaning: "the cat sat on the man" is different from "the man sat on the cat".
6. Words (which may be made up of more than one phoneme) divide up into two classes: content and non-content. Content words have meaning: nouns, verbs, adjectives, etc.. Non-content words are there to make the language work: *and*, *not*, *in*, *out*, *what*, etc. Grammar consists of studying how words fit together to mean something.
7. All languages have:

1. sentences with two types of expression: nouns and verbs: *Jill is* here.
2. adjectives to modify nouns: *good* food.
3. ways of linking: sink *or* swim.
4. dummy elements: Jill likes to swim, *so* do I.
5. devices to order or ask questions: Get up! Are you ill?

8. Most of the languages have a written form. Before the invention of audio recording, the writing system was the only way to keep track of spoken information.
9. All languages constantly evolve. New words appear, new forms of saying things, new accents.

There are many more things in common between languages.[5]

Inheritance[change | change source]

The capacity to learn and use language is inherited. Normally, all humans are born with this capability. *Which* language is learned by a child depends on which language is spoken by the child's community. The *capacity* is inherited, but the particular language is learned.

Children have a special period, from about 18 months to about four years, which is critical for learning the language. If this is seriously disrupted, then their language skills will be damaged. Older people learn differently, so they seldom learn a second language as well as they learn their native language.

Types of language[change | change source]

Mathematics and computer science use created languages called formal languages (like computer programming languages), but these may or may not be 'true' languages. Mathematics itself is seen as a language by many. Some people consider musical notation to be a way of writing the musical language.

Chinese is the language with the most native speakers in the world, but Chinese is not really a language. It is a close family of dialects, some of which are as different as Romance languages are from one another.

Greek is one of the world's oldest surviving languages. In its modern form, Greek is the official language of Greece and Cyprus and one of the 24 official languages of the European Union. About 13.5 million people speak the Greek language.

English is often called "the international language", or lingua franca. It is the main second language of the world and the international language of science, travel, technology, business, diplomacy, and entertainment. French had a similar status until the 20th century, and other languages had it at other times.

- **English** as a first language: 380 million.[6]p108
- English as an official second language: up to 300 million.
- English taught as a second language, but with no official status: anyone's guess, up to 1000 million/1 billion.
- **Chinese** (Mandarin): 390 million native speakers.[4]p96[7]
- Hoffish(Swedish Dialect): 176 (smallest spoken language)

Some languages are made up so that a lot of people around the world can learn them, without the new languages being tied to any specific country or place. These are called constructed languages also known as Oral Sects. One of the most popular of these languages is Esperanto, which is sometimes called "La Internacia Lingvo," or "The International Language." Another of these languages is called Volapük, which was popular about a hundred years ago but is much less popular now. It has mostly been replaced by languages like Esperanto, Interlingua, and Ido. Dialects are basically other versions of a language. For example, Hoffish is a dialect of Swedish.

Part of the reason that Volapük became unpopular is that some sounds are hard to say for people who speak Spanish or English, two of the most widely spoken languages in the world.

Some languages are only spoken by closed ethnic groups such as the Romani language, which is an Indo-Aryan language spoken by only gypsies.