

Advertising & Sales Promotion

Unit – III & Unit - VII

Part - I

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Advertising Design: Creating an advertisement

Certain things to recap:

1. Advertising Appeal

- a. Emotional appeal (Transformational Advertisements)
- b. Rational appeal (Informational Advertisement)

2. Attitude formation

- a. Central route towards attitude formation
- b. Peripheral route towards attitude formation
- ** Remember the Elaboration Likelihood Model (ELM)
- c. The degree of attitudinal change sought

Certain things to recap:

3. Type of media used:

- a. Print media
- b. Audio media
- c. Audio-video media
- d. Outdoor media
- e. Interactive media

2. Message objective

- a. Provide information
- b. Differentiate
- c. Attitude formation
- d. Create brand concept

Advertising Design: Copywriting

What is Copywriting ?

Copy writing is a specialised form of communicating ideas which utilises words to convey messages having commercial, informative or persuasive value through various media and its success is indicated by the acceptance by the audience of the idea or claims made for goods or services.

Example: Advertisement for **Prestige Pressure Cooker** highlights the gasket release system which makes the new prestige pressure cooker the only 100 percent safe pressure cooker made in India.

Visualization and Layout

Dorothy Cohen (1988): Creativity in advertisements evolves from the process of visualization.

The **physical arrangement of all the elements of advertisement** is called layout. It is concerned with placing all the elements of the advertisement more attractively within the allotted space and time. The pattern of layout varies according to the medium to be used.



John Caples (1983): proposed a number of copywriting elements.

Headline, sub-headlines, body text, graphical content (pictures etc.), logo, buzz-word, slogans/ catch-line/ tag-line/ manufacturer's name etc.



Do remember **all copy-elements may not be used in an advertisement**

Presented by
Luxor

**THE
WORLD'S
MOST
POWERFUL
CHEMICAL
WEAPON.**

Manufacturer's
name

Headline



Graphic
content

Sub-headline

Parker salutes the stalwarts of Indian journalism at the
Ramnath Goenka Excellence in Journalism Awards,
16th January 2012, New Delhi.

Graphic
content



Brand name



For an audio-visual media, namely, television, layout is known as a **STORYBOARD**. A Story board use sequential illustrations conceived by the visualizer which becomes a part of the script



Functions of layout:

- (i) Assembling different Parts
- (ii) Cost estimation
- (iii) Modification opportunity

Principles of design and layout:

- (i) Balance
- (ii) Proportion
- (iii) Contrast and Emphasis
- (iv) Eye-movement
- (v) Unity

Principles of design and layout:

- (i) **Balance:** Optical centre or fulcrum
- (ii) **Proportion:** Division of space among layout elements for a pleasing optical effect
- (iii) **Contrast & Emphasis:** Variety and specific focus on a certain variety.
- (iv) **Eye-movement:** assists sequential eyeball movement without stress
- (v) **Unity:** Although each element should be considered as a separate unit in striving for balance, proportion, contrast and eye movement the complete layout or design should appear as a unified composition.



Let's Continue in Part-II