

Advertising & Sales Promotion

Unit – III & Unit - VII

Part - II

Arup Kumar Baksi
Associate Professor
Dept. of Management & Business Administration
Aliah University, Kolkata, West Bengal
Email: baksi.arup@gmail.com

Elements of a layout:

1. Background
2. Border
3. Caption
4. Coupon
5. Decoration
6. Heading
7. Illustration
8. Mascot
9. Name plate
10. Price
11. Product
12. Slogan
13. Space
14. Sub-heading
15. Text
16. Trademark
17. Colour

Design elements:

1. Law of Unity

2. Law of Variety

3. Law of Balance

4. Law of Rhythm

5. Law of Harmony

6. Law of Proportion

7. Law of Scale

8. Law of Emphasis

NO COMPETITION

i10 IS THE MOST AWARDED
**CAR OF THE
YEAR 2008**



i10 wins

'Indian Car Of The Year 2008' (ICOTY)

The Top-Most Winning Award From A Jury Comprising Of The Best Known Automobile Journalists

Autocar

AutoWeek

**Auto
CSE & JUNE
Awards 2008**

Overdrive

i10
CATCH THE *i*



GreatStart GreatDay



*Kellogg's Original is
the Best*

Start your day with a bowl of Kellogg's
Corn Flakes Original and the Best. It has
the wholesome goodness of iron, shell
and 8 Essential Vitamins.

[Read more](#)



ORIGINAL IS
THE BEST

WITH
REAL FUDGY
& HONEY

WITH
REAL HONEY

WITH
REAL STRAWBERRY
PUFFS

WITH
REAL MANGO
MUESLI

WITH
REAL BANANA,
APPLE & FRUITS

Criteria for effective copy: Points for Creative Execution

Psychological objectives of Advertisements:

- (i) Look: attract primary and initial attention
- (ii) Like: Hold attention in an interesting way, awaken and stimulate interest
- (iii) Learn: bring about an association of impression which will have permanence or memory value
- (iv) Buy: convince persuade, and induce to purchase the product

Criteria for effective copy: Points for Creative Execution

1. Attention Value
2. Suggestive Value
3. Memorising Value
4. Conviction Value
5. Sentimental appeal value
6. Educational value
7. Instinctive value

Criteria for effective copy: Points for Creative Execution

Instinctive value:

- (a) Self preservation instincts
- (b) Hoarding instincts
- (c) Parental instinct
- (d) Self-display instinct
- (e) Something-for-nothing instinct

Criteria for effective copy: Points for Creative Execution

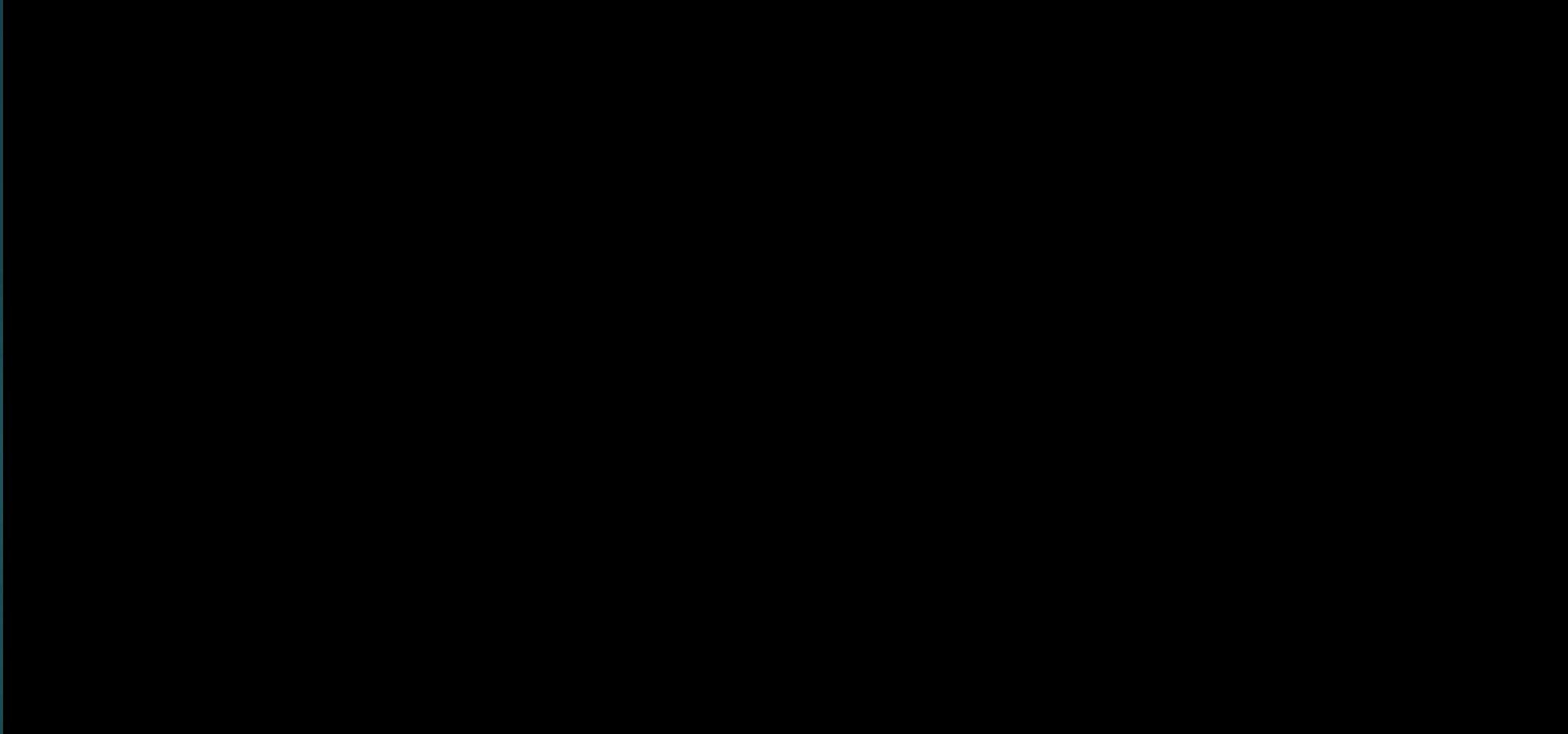
Instincts lead to the central ideas or “**advertising appeals**” that forms the base of creative execution using the positioning (differentiator).

(i) Pride, (ii) Fear, (iii) Humour, (iv) Shock, (v) Excitement, (vi) Adventure, (vii) Comfort, (viii) Health, (ix) Economy, (x) Achievement, (xi) Patriotism, (xii) Emulation and imitation etc.

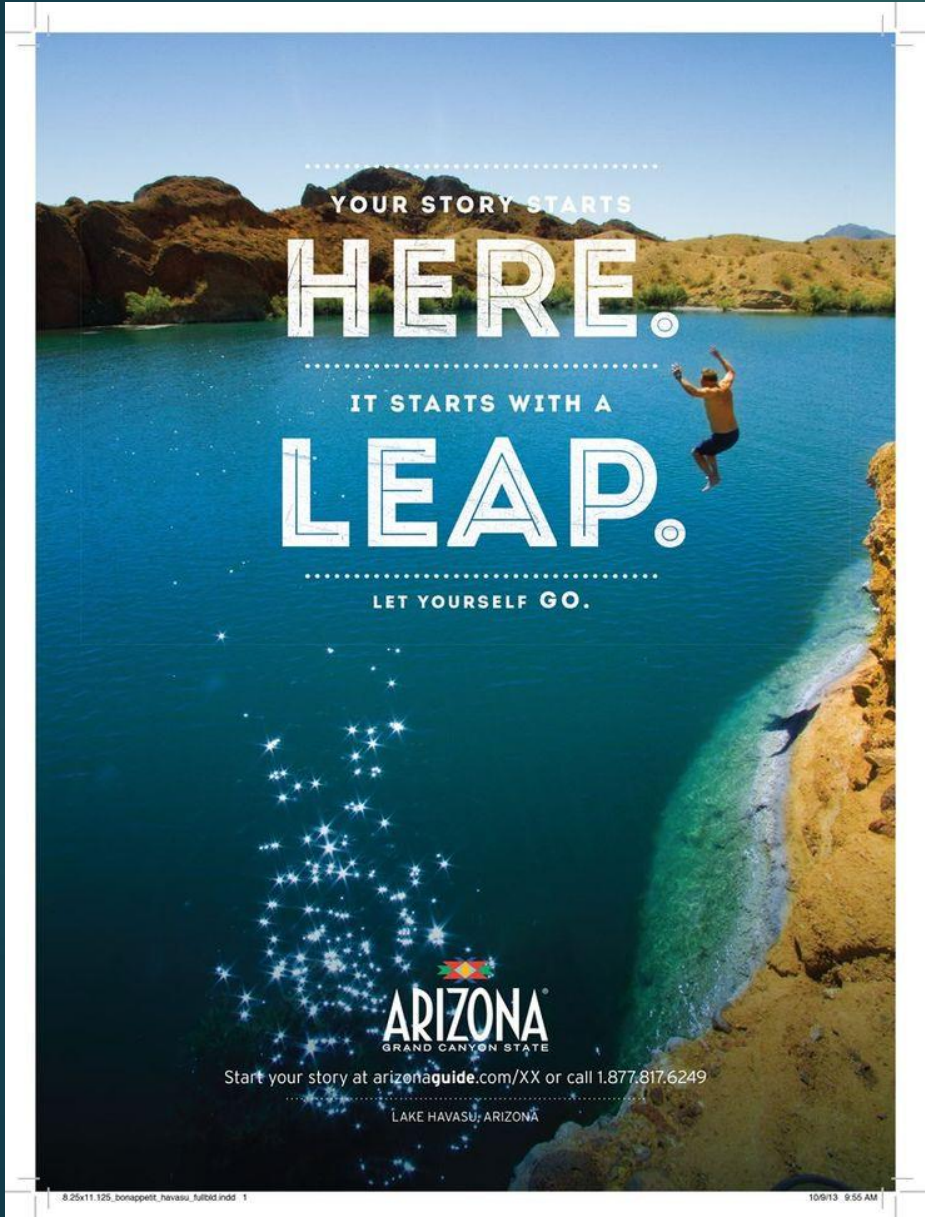
Use of Fear Appeal



Use of Patriotic Appeal



Use of Adventure Appeal



YOUR STORY STARTS
HERE.
IT STARTS WITH A
LEAP.
LET YOURSELF GO.

ARIZONA
GRAND CANYON STATE

Start your story at arizonaguide.com/XX or call 1.877.817.6249

LAKE HAVASU, ARIZONA

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GET LOST

macpac
WHATEVER YOUR ADVENTURE

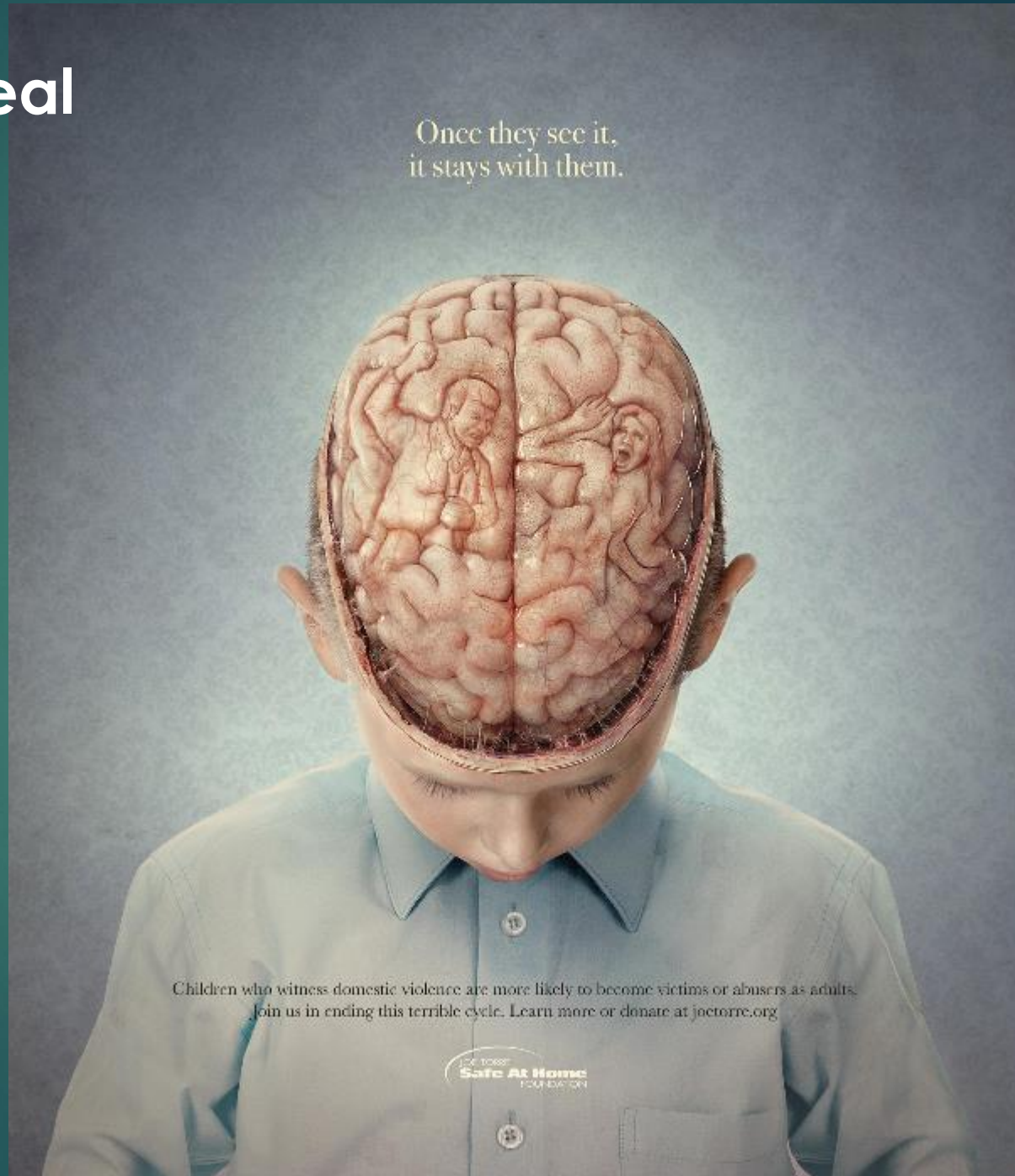
MACPAC.CO.NZ

Use of Fear Appeal



Use of Empathy Appeal

Once they see it,
it stays with them.



Children who witness domestic violence are more likely to become victims or abusers as adults.
Join us in ending this terrible cycle. Learn more or donate at joctorre.org

JOE TORRE
Safe At Home
FOUNDATION

Use of Status Appeal



**8-SPEED AUTOMATIC TRANSMISSION.
STANDARD ON EVERY BMW.**



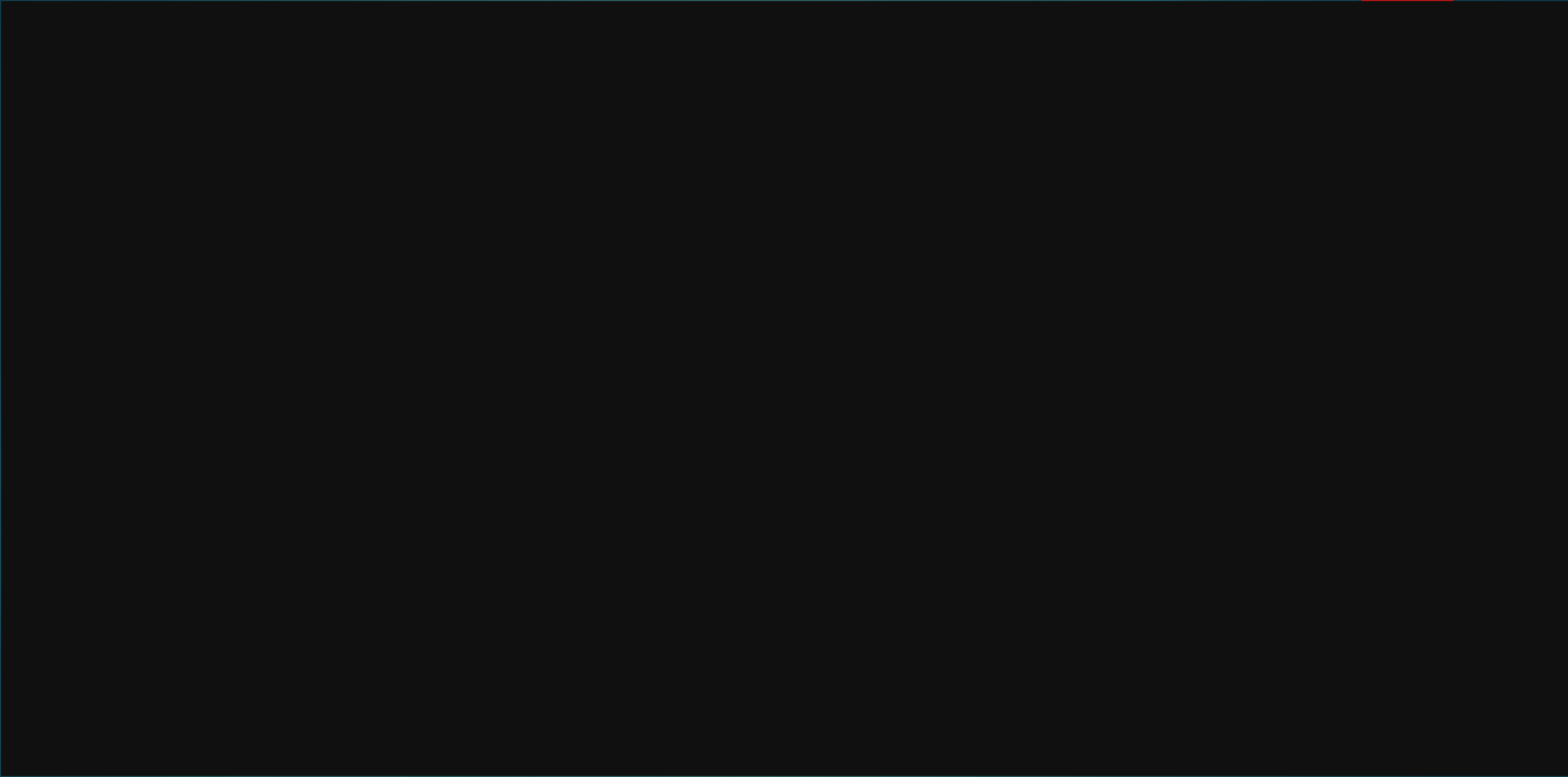
Message: for the cars who are in search for parking assistance with absolute precision and causing zero damage to the cars/ vehicles parked around them

Target audience: Premium buyers

Positioning : augmented facility of technology-assisted parking

Appeal used : contrast appeal of humour and fear.

Brand: Volks Wagon





Do post questions