

Q6. In context of DAGMAR – model focus some of the objectives of an advertising programme turned into measurable goals.

Ans. An advertisement are either good or bad in its ability to achieve its objectives. Though advertising is largely informative and persuasive in nature, yet to do a good job, the objectives of each advertising campaign need to be clearly spelt out in measurable terms, in order to focus clearly on the target audience, and on the time period over which these are to be achieved.

Russell H. Colley called for the need to provide explicit link between advertising goals and advertising results in his pioneering approach nicknamed DAGMAR – Defining Advertising Goals for Measured Advertising Results. Colley distinguished 52 advertising goals that might be used in connection with a single advertisement, a year's campaign for a product or a company's entire advertising philosophy. Some of such goals are:

- (a) Announce a special reason for 'buying now' (price, premium and so on)
- (b) Build familiarity and easy recognition of the package or trade mark
- (c) Place advertiser in position to select preferred distributors and dealers
- (d) Persuade prospect to visit a show room, ask for a demonstration
- (e) Build up the morale of company sales force
- (f) Correct false impression, misinformation and other obstacles to sales
- (g) Implant information or attitude regarding benefits and superior features of brand.

According to DAGMAR, the communication task of the brand is to gain:

- (a) Awareness