

3/06 to 9/06 Close

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Importance of layout.

- (i) → Advertisement layout with good preparation it must attract the consumer.
- (ii) → This is a frame work of whole advertisement.
- (iii) It help to control the money expenses
- (iv) Layout is the beauty of advertisement
- (v) Advertisement layout give the exact picture of the advertisement
- (vi) It gives a concrete proposal to the advertisement agency to make a bold presentation to its Client.
- (vii) It give the advertiser or client an opportunity to examine what the agency submitted for approval.

6/06

Unit - 6

Advertising Effectiveness.
All advertising effect are directed mainly towards the achievement of business, marketing and advertising objective to increase the

the sale turn over and for maximum profit.

The Effectiveness of advertising in a particular media may also be ~~major~~ measured in any of the following ~~ways~~ ways:-

- (a) By giving different address to different media.
- (b) Different news ~~step~~ of paper may be selected for advertisement of different department.
- (c) Enquiry for consumer should mention the name of sources of information.

~~(d)~~

→ In measuring the Effectiveness of advertising we include measuring the effectiveness of advertising campaigns, advertising copy and the effectiveness of individual media.

→ Advertising effectiveness pertains to how well a company's advertising accomplishes the targeted objectives.

These measurement can be used for all type of advertising.

including television, radio, direct mail, internet, and even billboard advertising.

→ Evaluation of advertising. Or advertising effectiveness refers to the managerial exercise aimed at relating the advertising result to the established standard of performance and objective so as to assess the real value of the advertising performance.

→ The Evaluation exercise is also known as advertising research.

It is an attempt to know whether the message designed properly has reached the greatest number of prospects.