

(5) There is lack of uniformity in advertising requirements. Lack of uniformity of publishers' requirements with respect to rates, size, type of copy and so on.

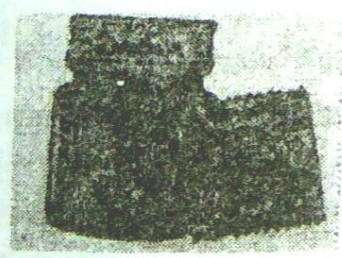
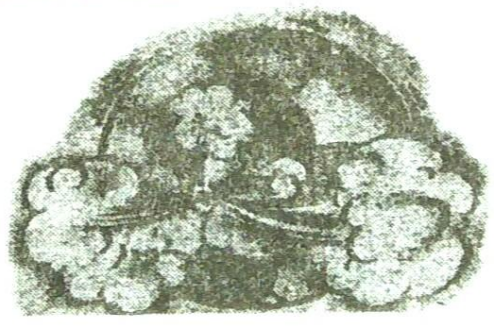
(6) Newspaper advertising is less popular in undeveloped countries where the masses are illiterate, ignorant and poor.

(7) The newsprint, that is, the stationery used is of inferior quality.

(8) There is every possibility of duplication in newspaper advertising. For instance, in metropolitan cities, newspapers have morning and evening editions. There is duplication of news and advertisements.

(2) **Magazines and Journals** : Another media under press advertising media is magazines and journals. They offer selective circulation throughout the country at a cost within reasonable budget limits. These are published periodically at regular intervals, i.e., weekly, fortnightly, monthly, quarterly or annually. Magazines and Journals are read at leisure and with care when the reader is mentally prepared to receive the advertisements. It has a long effective life. From the advertisers' point of view, magazines may be classified under five groups : (i) Special Interest Magazines ; (ii) Trade Magazines ; (iii) Technical Magazines ; (iv) Professional Magazines; and (v) Regional Magazines.

When Your Stomach looks like Football due to Gas



Take Dabar Hingoli Gas Bhagai Naturally

Magazine Advertising

Advantages or Merits of Magazines and Journals : The following are the advantages of magazines and journals as an advertising media :

- (1) *The life of magazine is considerably longer than that of newspapers.* These are kept ready for weeks and months.
- (2) *Better reproduction of advertisement than newspapers is provided*

(3) Magazines are highly selective in nature and waste of circulation is avoided.

(4) Magazine advertising creates prestige, reputation and an image of quality.

(5) The number of readers per copy in case of magazine advertising is quite high. There is multiplicity of readership.

(6) Magazines are ideals for introducing new ideas.

(7) Magazine readership is usually a leisurely home readership for enjoyment, relaxation, and 'with guards down'.

(8) The printing, paper, colour combination are more attractive in case of magazine advertising than newspaper advertising.

(9) Magazines reach specialised groups conveniently and effectively.

(10) The cost of utilising magazines for advertising is quite low.

Disadvantages or Demerits or Limitations of Magazine and Journal Advertising : As compared to newspaper advertising, the magazine and journal advertising have the following disadvantages, demerits or limitations :

(1) The chief demerit of magazine advertising is its low flexibility.

(2) Preparation costs for magazine copy are usually rather high and sometimes exceed the cost of the space used in trade magazines.

(3) The circulation is limited as compared to newspaper advertising.

(4) It takes more time in printing etc. than newspaper advertising.

(5) The size of magazines differs widely and hence the advertiser has to prepare the copy of advertisement according to the size of the magazine and journal.

(6) *Change in appeal* cannot be effective quickly.

(7) Magazines have appeal only to certain classes of readers.

(8) Repetitive advertising does not have the same impact as in newspaper.

(9) New products cannot be brought to the notice of dealers and consumers within a very short time.

(10) For the advertisers who do not have national distribution or wide differences in distribution and sales strength in different markets, magazine advertising is sheer waste of money.

Q. 3. What do you understand by outdoor or mural advertising media ? What are its forms ? Explain its merits and demerits.

Or

What do you mean by mural advertising ? Discuss its merits and demerits.

Or

What is meant by outdoor advertising ? What are its main characteristics ? Discuss its advantages and disadvantages.

Meaning of Outdoor or Mural Advertising

Outdoor or mural advertising is the oldest form of advertising and remains the most common media even today. It is also called 'wall advertising'. Outdoor advertising consists of a display of advertisements out of door which may be in the form of posters, painted signs, field signs, neon light signs, hoardings and posters carried by sandwichmen. This is also referred to as mural advertising as posters consisting of a picture, are often placed on walls, particularly a large one, printed directly on a wall or large photograph attached directly to a wall. Small playcards or posters placed outside or inside carriages such as trams, delivery-vans, buses, railway carriages etc. also come under this category. The new form of advertising by using balloons, kites and smoke-writing in the sky is also a part of outdoor advertising. Outdoor advertising is not always argumentative but suggestive. The effectiveness of such advertising materially depends on its positions. Therefore, outdoor advertisements must be placed in such a way as can be seen by a large number of prospective customers with ample attention. The articles suited for such advertising are those which the masses can buy, such as food products, soaps, medicines, cigarettes, shoes, clothes and other domestic requirements.

Main Characteristics of Outdoor Advertising

- (1) It is a widespread popular advertising media which makes the goods and services of interest to mass appeal.
- (2) It has a comparatively longer life.
- (3) It has a high coverage.
- (4) Most outdoor advertisements are big and dominant, so it is a very powerful eye-catching media.
- (5) It is a very flexible advertising media so that the advertiser can retain sites where he needs them most.
- (6) It is the *oldest advertising media*.
- (7) It also consists of suitable and popular slogans which can be easily remembered by the prospects.

Types, Forms or Kinds of Outdoor Advertising

Outdoor advertising may take any of the following forms :

- (1) **Posters** : This is the most common and popular form of outdoor advertising. These are exhibited on a hoarding or on walls, roofs, fences, chimneys etc. A really commanding effect can be produced by posters which cost less than any other advertising media. Design is the basis of all poster-advertising. These mostly contain pictures. Advertising for a movie is done in this way. Even where no pictures are used, the proper arrangement of lettering is important. The poster should be simple, attractive and capable of telling its story at a glance. Posters also give considerable scope for the use of suitable and attractive colours. Humour can also be used with advantage in poster-ad-

(2) **Advertising Board** : These are also posters which are kept at certain fixed places especially at points where people frequently assemble, such as bus stops, railways, crossings etc. Generally these advertising boards are made of metallic sheet enclosed in a wooden frame and fixed with a panel having specified height at main junctions. These are fixed and well set with flood-lights.

(3) **Vehicle Advertising** : It refers to moving advertisement. It consists of placing posters or playcards inside or outside vehicles such as trams, buses, taxis, delivery-vans, railway carriages etc. The main advantage of this system is the small space available for such posters. These posters are fairly sighted by the eyes and can be easily read. This method is a very common media and is considered to be very effective.

(4) **Electric Displays and Signs** : Signs illuminated by electricity are today to be seen in large number in cities. This is the most modern and the most attractive form of outdoor display. It may consist of wooden letters studded with bulbs. Sometimes with a view to attracting the attention, coloured bulbs are used and the colours are changed at short intervals. Another device used to attract attention is to turn on the light on each letter at a time to give the impression of the sign being written by an invisible hand.

(5) **Neon Signs** : These are brilliantly coloured tubes available in various shades. These can be of the still or the flashing type. These signs are more attractive and interesting than the signs built up by a number of electric bulbs.

(6) **Sky Advertising (Sky writing)** : Sky advertising is another modern form of outdoor advertising. In this form of advertising media an aeroplane writes the name of the product or the producer in the

Nowadays it is used widely in the family planning campaign in India mostly in villages. One such show tells how a rich man of the village who has large family, rejects the family planning campaign. But his wife has twins and there are complications. He calls in the midwife who tells him, that his wife will not survive more births. He accepts the family planning advice and so becomes the innovator in his village.

The above are the most common forms of the outdoor advertising. However, there may be other forms of this type of advertising.

Advantages or Merits of Outdoor Advertising Media

- (1) It has a wide coverage.
- (2) It is capable of gaining more attention of the public.
- (3) Outdoor advertising is more useful for local dealers. Its results can be more readily secured by using this form of advertising.
- (4) In big cities and high traffic areas, outdoor advertising is the most effective form of advertising.
- (5) Outdoor advertising is more flexible.
- (6) It offers greater selectivity because it can be used locally, regionally or even nationally.
- (7) It can be easily remembered.
- (8) It is quite economical.
- (9) It has comparatively long life.
- (10) It is a very good media to stress brand names and package identity.

Disadvantages or Demerits or Limitations of Outdoor Advertising Media

The outdoor advertising media possess the following disadvantages, demerits or limitations and thus is subject to criticism :

- (1) It is subject to adverse reaction of the public on the ground that the walls of the houses are used for writing outdoor advertisement even without the permission of the owner of the house.
- (2) The message written under this type of advertising is too brief.
- (3) The exact effect created on prospects is difficult to measure.
- (4) The language used in writing on the wall advertising is usually defective and sometimes immoral too. It has an adverse effect on the public.
- (5) The outdoor advertising is quite costlier in terms of investment.
- (6) The outdoor advertising is said to be only the reminding activity.

Q. 4. What is meant by direct mail advertising ? What are its forms ? Explain its merits and demerits.

Or

What do you understand by direct mail advertising ? Discuss its utility.

Meaning of Direct Mail Advertising

Direct mail advertising, as the name indicates, is direct in its approach and hence referred to as 'Direct advertising'. According to J. W. W. Cassels, "Direct mail advertising is using the letter box to tell the right people about the right goods, at the right time and in the right way." According to Roger Barton, "Direct mail advertising is the use of the mail to reach preselected individuals with an advertising or sales message." It is one of the oldest and important advertising media wherein the advertiser sends advertising messages direct to target customers by mail. The message may be mailed in a variety of forms, say, letters, circulars, catalogues, folders, brochures etc. which may be informative, persuasive, reminding or 'mail drop' or door to door distribution of advertising materials and samples. The ISBA Guide to Direct Mail Advertising states that there are four types of direct mail campaign—(i) the *Direct*, (ii) the *Informative*, (iii) the *reminder*, and (iv) the *Utility*. The *direct* type of direct mail seeks an immediate response from the customer. In this case direct offer is made by enclosures including a Catalogue or Pricelist, an Order Form and a reply envelope. Product literature may be called *informative* direct mail, the task being to educate the recipient about the product or service. *Reminder* direct mail follows up earlier mailings. Supporting material such as calendars, wall charts, samples, ring-files for data sheets and so on are called *Utility* direct mail.

Characteristics of Direct Mail Advertising

The main characteristics of direct mail advertising are as follows :

- (1) The object of direct mail advertising is to establish direct contact with the prospective customers through mail.
- (2) It has got flexibility as the message can be changed or altered to suit the prevailing conditions and requirements.
- (3) The literature used in direct mail advertising may be handwritten or printed. Pictures and colours may also be used.
- (4) The number of customers is limited.
- (5) Advertising can be timed according to the wishes of the advertiser.
- (6) It creates and maintains personal contacts through postal mail.

Forms or Types of Direct Mail Advertising

Direct mail advertising may take different forms according to the need of the hour. However, the popular forms of direct mail advertising are as follows :

(1) **Circulars** : It is a printed letter containing common matter and is sent to all the customers, such as intimation about the arrival of some new goods, intimation about change in prices, discount rate etc.

(2) **Catalogue or Price-list** : It is a long printed list of the products handled by the advertiser. It contains the name of each product along with its price and quality etc.

(3) **Booklets** : It consists of a number of printed pages bound in the form of a small book containing the detailed information about all the products dealt in by the advertiser. It may also contain the pictures of the products. It usually contains about 4 to 32 pages.

(4) **Business Reply Cards** : These cards are almost of the same size as are sold in post offices. The matter is written on one card and the other card is self-addressed, unstamped and is meant for replying by the customer. He is not required to affix the stamp as the same is to be paid by the advertiser.

(5) **Folders** : They are simple sheets of papers folded in most attractive manner.

(6) **Leaflets** : They are simply sheets of paper printed on one or both sides.

(7) **Brochures** : It is also a booklet containing detailed history of the advertiser and of the products dealt by him. A detailed description is given explaining each and every aspect of each product with or without pictures or photographs.

(8) **Personal Letters** : Sometimes the advertiser also writes personal letters to selected customers. It contains the name, quality, price of some products along with favourable terms. Reply card is also kept inside the envelope. These letters may be handwritten or printed.

(9) **Novelty Gifts** : On specific occasions, such as Diwali, New Year etc. the advertiser sends novelty gifts to selected customers, such as Calendars, writing pads, pen-pencil sets etc.

(10) **Package Inserts** : Package is a container protecting the contents and facilitating easy handling, storage and transportation. It is a very effective means of carrying the message about the product. Thus, it acts as a media of advertising. Nowadays almost all the leading retailers use this media of advertising.

Advantages or Merits of Direct Mail Advertising

The main advantages of direct mail advertising are as follows :

(1) **Selectivity** : It is selective. If a product is meant for a certain class of consumers, all the consumers need not be contacted and thus only a few can be approached.

(2) **Economical** : It is economical in the sense that it saves enormous amount spent in press and other media of advertising.

(3) **Flexibility** : It is quite flexible in terms of the material to be used and the process of production.

(4) **Secrecy** : Complete secrecy can be maintained in this type of advertising media.

(5) **Personal Contact** : It creates personal contact between the advertiser and the customer. Thus it adds personal touch which may be missing in other media of advertising.

(6) **Detailed Information** : There is scope for giving detailed information duly supported by pictures and photographs wherever necessary.

(7) **Universal Approach** : It is subject to universal approach. It reaches even those places where the salesman cannot approach. That is why today we can establish international contacts through direct mail advertising.

(8) **Effectiveness** : It may be used effectively to supplement press and other advertising. Through press advertising mass appeal is made but through it only selected few may be approached and thus it is more effective.

(9) **Arouses Interest** : It allows the addressee to read the advertisement at leisure and carefully. Usually, the addressee receives the requisite material himself and is tempted to go through it completely.

(10) **Miscellaneous Advantages** : (i) It is also suitable for small traders who have got limited financial resources as well as limited time. (ii) Customers may be made permanent. (iii) It has got greater coverage. (iv) Material may be kept in reserve. (v) Goods can be ordered and received as and when required and advance stocking is not required.

Disadvantages or Demerits or Limitations

In spite of the above advantages, direct mail advertising suffers from the following limitations :

(1) **Limited Approach** : Through it one is able to reach only a limited number of customers.

(2) **Preparation of Mailing List is Difficult** : The preparation of mailing list is a cumbersome job. It requires continual change as the names or addresses of certain customers have to be deleted from the list on account of their death or change of address or getting no response from them, and additions are to be made for new and potential customers.

(3) **Chances of Fraud** : Under the direct mail advertising there are chances of fraud on the part of the advertiser. That is why in India it has almost caused his prestige to suffer loss.

(4) **Suitable for Certain Commodities only** : Direct mail advertising media cannot be used for all types of commodities. It is suited for those commodities where the market is limited and appeal is to be made to a certain class of people only. It is unsuitable for selling mass market products.

(5) **Costly** : It is quite costly in the sense that lot of expenditure is to be incurred on mail. Further, it might be possible that it might not bear any fruits at all. In this case the whole expenditure incurred would go waste. Even if it is able to yield some results, it may turn out to be costly and expensive.