



Advertising - on Pitch Strategies

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The development of technology & research has led to increased sophistication in advertising in recent decades. During ancient and medieval times, advertising was made if measured by present-day standards. However, the basic reason for using advertising was the same then as it is now. The digging archaeologists, in countries rimming the Mediterranean Sea, has unearthed a Babylonian clay tablet of about 3000 BC, bearing inscription for an ointment dealer, a scribe and a shoemaker. Romans and their predecessors knew that “it pays to advertise”. Papyri found in the minds of Thebes (Egypt) show an announcement offering rewards for the return of manway slaves (about 3000 BC). Before the invention of the printing from movable type (about AD 1438) by Johann Gutenberg, there were three forms of advertising, trademarks, signs and town criers. The first known printed advertisement in the English language appeared nearly 40 years after the invention of the movable type. William Caxton of London printed the first advertisement. It was a handbill of miles for the guidance of clergy at Easter and was put on church doors. The printed newspaper emerged from the newsletters which were handwritten by professional writers for limited circulation among the nobles and others. The first ad, in any language, to be printed on a circulated sheet appeared in German news pamphlets in about 1525. The ad praised the virtues of a mysterious representation. The first printed newspaper in English came out in 1622, called the Weekly News of London.

The first ad in America appeared in 1704 in the Boston Newsletter. The first ad that appeared offered a reward for the capture of a thief. By the middle of the 17th century, a weekly newspaper called 'mercuries' started to appear in England. Most of the early advertisements in these newspapers were in the form of announcements. Importers of products to England were prominent advertisers. The first ad offering coffee appeared in a newspaper in 1652, followed by an offering of chocolate in 1657 and tea in 1658.

Dimensions of Modern Advertising: it is a fact that advertising as we know it really had its beginning in mid 19th century. Volney B Palmer was the first advertising agent who established an office in Philadelphia. For a fee, he worked as an agent for newspapers numbering about 1400. He sold space to advertisers throughout the country. In the late 1880s, John E Powers emerged as a great copywriter. *J waiter*

Thompson, a young advertising executive, signed an exclusive contract with twenty-five of the best American magazines and had an impressive list of advertisers. *He is known as the inventor of the modern advertising agency.*

The dominant approach to copywriting was "reason why" during this time. However, a famous copywriter, Theodore F McManus of General Motors, challenged this style.

An agency, Lord and Thomas, had two remarkable copywriters, John E Kennedy and Claude C Hopkins, and enjoyed a reputation for creative work. Hopkins had joined Lord and Thomas in 1907 and was regarded by many as the greatest creator of advertising whoever practised the art Hopkins was particularly good at understanding the consumer and how advertising should be integrated into the total marketing effort. During the 1920s, modern marketing research entered the world of advertising. As a result of this new development, advertising in this period started stressing the outcomes of the consumer purchases such as health, happiness, status, love etc. Advertisements contained a bold heading, artwork, photography

and plenty of colours. Before the severe depression of the 1920s, radio was not being used for advertising. Strange though it seems, during this period of depression, commercial radio emerged, though it was not really a good period of advertising.

Contemporary Advertising: Most of the growth in advertising has happened after the Second World War. Excessive mechanized production and serious efforts to rebuild nations and economies were underway. Western Europe and the far East started to compete in the world market and advertising became an essential part of this new economy. Large corporations such as Coca-Cola, general motors and IBM had long been active all over the world. After 1946, quite a number of medium and small companies entered in international al market. Large advertising agencies in the USA, Western Europe and the Far East started opening their offices in several countries. Specialists in market research, sales promotion, merchandising and public

Relations started running the advertising industry during the 1950s. Creativity in advertising was almost non-existent till then and was mostly a “me too’ type of message with a lot of worldly visualization and little copy. *Rosser Reeves* of Ted Bates Agency was probably the most successful among copywriters. He originated *the concept of USP* (Unique Selling proposition). His argument was that the marketer should discover one important attribute of his product. It was during the 1950s that television emerged as one of the most spectacular developments in the history of advertising. TV showed a significant advantage over other media as it could combine both sight and sound. Burnett’s contribution in the late 1950s and 1960s brought drama and warmth to advertising with unforgettable characters such as the Marlboro man.

In Indian advertising. Two British advertising agencies, J Walter Thompson and D J Keymer were the ones that laid the foundations of professional advertising in India in the early 1950s. J Walter Thompson is now HTA and DJ Keymer became Ogilvy &

Mother. Major advertisers like Burmah Shell and Dunlop were more concerned with “aesthetic creativity” rather than the compulsion of selling. Even in the mid-1960s, advertising professionals had not heard of “positioning”. Subroto Sengupta well-known personality in the field of advertising, a renowned teacher of marketing and an author, was one of the founder-directors of Clarion Advertising. Another agency that flourished was OBM of Mumbai. Indians started Dattaram, Sista’s and National in Mumbai and Tom and Bay in Pune. To start with, these agencies were only space buyers. Kersey Katrak, an exceptionally talented advertising professional, helped in

Nurturing many talents that including Aran Nanda, Mohammad Khan and Ravi Gupta in the mid1960s. Other important names in Indian advertising include K Kurian, Sylvie da Cunha, Josephine Tuor, Bobby Kooka, Subhash Ghosal and some others. The major trend of the 1970s was a professional approach and consolidation. During the 1980s, the economy showed significant improvements and advertising agencies flourished. Ads in the pre-independence period in India were mainly addressed to the affluent class. These ads were generally for tea, gramophones, cars, hotels and restaurants and cotton goods etc. After Independence, when the Princely States and Zamindari system were abolished, a new middle class emerged. With this significantly changed social, cultural and economic scenario, advertisers started paying attention to the middle class. The advertising club of Mumbai celebrated its silver jubilee in March 1980 and there was a workshop on the twenty-five years of Indian advertising. There are now advertising clubs in all metropolitan cities and more than 500 advertising agencies. The names of their respective bodies are-

- The Indian Society of Advertisers
- The Advertising Agencies Association of India (AAAI)
- The Indian Newspaper Society (INS)

Indian advertising has taken a rapid stride and is becoming more professional by the day. The comment of former Chief Executive of Hindustan Thompson Associates, Mr Ghosal, about Indian advertising is interesting. He said,

“Advertising is absolutely essential. Unless a product sells the investment made in the project is rendered infructuous. But the trouble with Indian advertising is that it is not rooted in our ethos. It is westernized, partly because most of our advertising is aimed at the urban consumer. But there should be a mix so that advertising can sell and yet retain the Indian flavour”.

Our advertising in the last couple of decades has made much progress in terms of technical excellence, copy and graphics. However, progress in the area of relating to the consumer is slow. There is a definite trend, both in audio-visual and print ads, to use appeals that are compatible with Indian culture.

Advertising Pitch! in the 21st Century:- The past decade has witnessed a remarkable impact on advertising due to the rapid strides in technology. In the coming decades, there will be much greater consumer involvement and control and some degree of two-way communication. More and more global players will increasingly adjust their strategies to a local market, country-based or region-based and advertising will increasingly acquire a local colour. In this regard witnessing some interesting advertising campaigns by Coca-Cola, Pepsi, Vodafone, Idea. These products used the following Advertising pitch

Creative Strategy: This explains “what” is said in the advertising campaign. The creative strategy is the most important element in the entire plan. In Creative Strategies the communication ideas. are to be clear concise statements to reach the advertising pitch

- **Product History:** How was the product developed & how it's used?
- **Product Evaluation:** Describe the product visually and mechanically
- **SWOT analysis:** SWOT: Strengths, Weaknesses, Opportunities and Threats
- **Product Differentiation** What does the product do
- **Branding strategy:** identify products and their source and differentiate them from others. Brand: a combination of name, words, symbols or design that

identifies the product and its source and distinguishes it from competing products.

- **Consumer Evaluation**
- **Consumer Make-up:** List all possible consumer groups. ALL POSSIBLE MARKETS
- **Positioning:** Positioning refers to segmenting a market in either or both two ways: Creating a product to meet the needs of a specialized group; identifying and advertising a feature of an existing product that meets the needs of a specialized group. Positioning is viewing the product through the eyes of the consumer.
- **Competitor Evaluation:**
- **Primary Competition:** Direct Competitors are those who market similar products in the same category to the same group of customers or prospects.
- **Secondary Competition:** All forces that inhibit the sale of a product. The inhibiting forces may be products in the same subclass as your product, products in the same product class, or another product beyond your product's class.
- **Creative strategy Medias**
 1. Print layouts and copy
 2. Radio scripts
 3. Television storyboards
 4. Theme lines, art, package designs, illustrations,
 5. Brochure or catalogue layouts
 6. Outdoor board designs
 7. Advertising specialities
 8. Sales promotion ideas
 9. Internet ads

New Age Graphic Design

- Research,
- Strategies
- Copy and design
- Media selection and
- Promotion and public relations.

Brain Storming

Brainstorming is a session when all the big officials sit and discuss an issue to get new ideas. The ideas are generally used for headlines. This is collective work—as a panel discussion of 8-10 people. Here all ideas are accepted without any criticism with an open mind, the quantity, the quality and the variety of combinations are analysed thoroughly.

Skills used in creating advertising and marketing communications, focusing on creative advertising design is an interesting or unusual arrangement of the theme with other elements logo, copy, symbol. It has a definite function to perform, as the most important unit for any advertisement. If photography is used, its purpose is to illustrate a story in a more authentic and believable manner.

Conclusion;

Advertising is used for communicating business information to present and prospective customers. It usually provides information about the advertising firm, its product qualities, place of availability of its products, etc. Advertisement is indispensable for both the sellers and the buyers. However, it is more important for the sellers. In the modern age of large scale production, producers cannot think of pushing the sale of their products without advertising them. Advertisement supplements personal selling to a great extent. Advertising has acquired great importance in the modern world where the tough competition in the market and fast changes in technology, we find fashion and taste in the customers.

Advertising goals include information on such areas as sales, margins, or profits. Also include information on expected market share or share improvement, current and proposed market penetration. Artificial intelligence will add a totally new dimension to advertising and its planning. There will be major career opportunities for talented people in the electronic media. There will be a number of challenges unique to the coming generation and with these challenges, there will be opportunities, responsibilities and rewards that advertisers of the past could not have imagined. These objectives clearly stated the measurable end result of an advertising message or message. Usually, the objective is measured in terms of a change in awareness, preferences, convictions or other communication effects.

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