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★ UNIT 1: ADVERTISING - DETAILEDSTUDY GUIDE

© Unit 1: Advertising

- 📌 1. Advertising Concept & Process
- What is Advertising?
- Advertising = AIDAS (Attract, Interest, Desire, Action, Satisfaction)
- It is the **paid promotion** of a product/service to a target audience.
- Analogy for Advertising:

Think of advertising as a salesperson in a loud market in trying to grab customer attention using signs, offers, and stories.

- Purposes of Advertising
- 1. Introduction of New Products Helps launch and create awareness for new products in the market.
- **2. Product Differentiation** Distinguishes a product from its competitors through branding and messaging.
- ✓ 3. Brand Identity Creation Builds recognition through consistent advertising and associations.
- ✓ 4. Sustains Brand Interest Keeps the brand relevant and engaging in the minds of consumers.
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- **∑** 5. Brand Loyalty Development Encourages repeat purchases and long-term customer relationships.
- ✓ 6. Sales Expansion Boosts demand and revenue by reaching new audiences.
- 7. Creates New Demand Introduces new use cases and increases product adoption.
- **8. Generates Buzz & Recall** Keeps the product top-of-mind through continuous promotion.
- Advertising = Awareness + Differentiation + Loyalty + Growth

📌 2. Types of Advertising

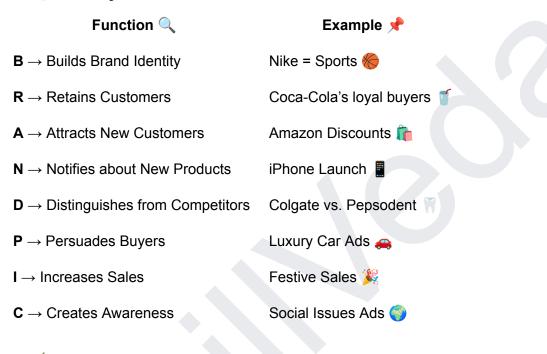
Mnemonic – "PIC SPICE"

Type 🦠	Meaning 📢	Example 📌
Р	Product Advertising	Coca-Cola ad 🥤
I	Institutional Advertising	Tata Sustainability ads 🌱
С	Comparative Advertising	Pepsi vs. Coca-Cola vs
S	Social/Public Service Advertising	Anti-smoking campaigns 🚭
Р	Persuasive Advertising	Luxury car commercials 🚘
I	Informational Advertising	Health product awareness ads 💊
С	Covert Advertising	Aston Martin in James Bond movies 🎥
E	Emotional Advertising	Mother's Day ads by P&G ❤️

- Analogy:
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Advertising types are like **spices in a dish** – each adds a **unique flavor** to influence the audience!

📌 3. Functions of Advertising



Advertising is like a **lighthouse** – it **guides customers** toward a brand while making it visible.

📌 4. Market Segmentation in Advertising

◆ III Mnemonic – "GD-PB"

Type ⊚ Meaning ♥ Example 🖈

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 \mathbf{G} → Geographic Ads vary by region ACs in North India, not Kerala \clubsuit $\mathbf{D} \rightarrow \mathsf{Demographic} \qquad \mathsf{Based} \ \mathsf{on} \ \mathsf{Age}, \ \mathsf{Gender}, \qquad \mathsf{Baby} \ \mathsf{Products} \ \mathsf{vs.} \ \mathsf{Luxury} \ \mathsf{Cars} \ \stackrel{\boldsymbol{\mathsf{C}}}{\mathrel{\complement}} \ \stackrel{\boldsymbol{\mathsf{d}}}{\mathrel{\complement}} \ \mathsf{e}$ $\mathbf{P} \rightarrow \mathsf{Psychographic} \qquad \mathsf{Based} \ \mathsf{on} \ \mathsf{Lifestyle}, \ \mathsf{Interests} \qquad \mathsf{Gym} \ \mathsf{ads} \ \mathsf{for} \ \mathsf{fitness} \ \mathsf{freaks} \ \stackrel{\boldsymbol{\mathsf{C}}}{\mathrel{\complement}} \ \mathsf{e}$ $\mathbf{B} \rightarrow \mathsf{Behavioral} \qquad \mathsf{Based} \ \mathsf{on} \ \mathsf{Buying} \ \mathsf{Habits} \qquad \mathsf{Festival} \ \mathsf{sales}, \ \mathsf{student} \ \mathsf{discounts} \ \stackrel{\boldsymbol{\mathsf{M}}}{\mathrel{\complement}} \ \mathsf{e}$

¶ Analogy:

Market segmentation is like **customizing a pizza** – different toppings for different tastes (regions, age, lifestyle).

📌 5. Forms of Advertising

Mnemonic – "BOPP TVC" (Like "BOP" in a music video)

Type 🎬	Example 📌
B → Broadcast Advertising	TV, Radio
O → Online Advertising	Google Ads, Social Media
$\mathbf{P} \rightarrow Print \; Advertising$	Newspapers, Magazines
${f P} ightarrow {\sf Point-of-Purchase}$ Advertising	Supermarket Ads #
T → Transit Advertising	Buses, Metro Ads 🚍
$V \rightarrow Video Advertising$	YouTube, Facebook Ads 🔼
$\mathbf{C} \to Covert Advertising$	Movies, Web Series 🎥

Analogy:

Forms of advertising are like **different outfits** – you choose one based on the occasion (target audience and platform).

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📌 6. How to Choose the Right Media for Advertising?

A Mnemonic – "CARTS"

Factor 🔽 Example 📌

 $\mathbf{C} \to \mathsf{Cost}$ TV ads are expensive, social media is cheaper $\mbox{\ref{eq:cost}}$

A → Audience Reach TV for mass reach, niche magazines for a specific audience

F

 $\mathbf{R} \rightarrow \text{Retention}$ Print lasts longer than TV ads \mathbb{R}

T → Targeting Social media ads can be personalized **(6)**

S → Speed of Delivery Digital ads are instant, billboards take time \(\textstyle \)

Analogy:

Choosing media is like **picking the best transport** – airplane (fast 3), train (budget-friendly $\frac{1}{2}$), or bicycle (local 3).

7. Advertising Strategies

Mnemonic – "PENS"

Strategy P Example 🖈

P → Persuasion Emotional appeal (Luxury car ads) 🚘

E → Celebrities (Virat Kohli for Puma) *

Endorsements

N → Nostalgia Old memories (Amul's vintage ads) 🏡

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S → Storytelling Emotional connect (Cadbury Dairy Milk ads) 🍫

Analogy:

Advertising strategies are like **weapons in a battle** – different tactics work for different audiences.

📌 8. Emerging Trends in Advertising

Mnemonic – "DAIN"

Trend 🔥 Example 📌

D → Digital Marketing SEO, Google Ads, Influencers

A → Al-Driven Ads Personalized recommendations

I → Interactive Ads AR/VR experiences •••

N → Native Advertising Ads disguised as content

Analogy:

Advertising trends are like **fashion trends** – they evolve with time (from traditional ads to Al-driven ads).

♠ 1 Mark Questions

Q: What is advertising?

Paid promotional activity influencing customers to buy products/services.

Q: What are the types of advertising?

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PIC SPICE − Product, Institutional, Comparative, Social, Persuasive, Informational, Covert, Emotional.

Q: What are the functions of advertising?

▶ BRAND PIC – Builds identity, Retains customers, Attracts, Notifies, Distinguishes, Persuades, Increases Sales, Creates Awareness.

Q: What is market segmentation in advertising?

📌 GD-PB – Geographic, Demographic, Psychographic, Behavioral.

Q: What are the major forms of advertising?

Print, Point-of-Purchase, Transit, Video, Covert.

Q: How do companies select media for advertising?

★ CARTS – Cost, Audience, Retention, Targeting, Speed.

Q: What are the latest advertising trends?

★ DAIN – Digital, AI, Interactive, Native advertising.

Multiple Choice Questions (MCQs)

1. What is the next logical step after creating an advertising campaign?

- a) Conducting market research
- b) Selecting the appropriate media to disseminate the message
- c) Changing the product design
- d) Reducing the advertising budget
- Answer: b) Selecting the appropriate media to disseminate the message Explanation: Once an advertising campaign is created, it must be delivered to the audience using the most effective media channels. Choosing the right medium helps in ensuring maximum reach and engagement.
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2. Which of the following is NOT considered a part of print media?

- a) Newspapers
- b) Magazines
- c) Radio
- d) Posters

Answer: c) Radio

Explanation: Print media includes physical formats like newspapers, magazines, brochures, fliers, and posters. **Radio is an audio-based broadcast medium**, not part of print media.

3. Which of the following is an example of Out-of-Home (OOH) advertising?

- a) Social media ads
- b) Radio jingles
- c) Billboards
- d) Magazine inserts

Answer: c) Billboards

Explanation: Out-of-Home (OOH) advertising includes billboards, kiosks, tradeshows, and events. These advertisements are placed in public locations to reach a broad audience outside their homes.

4. What factor influences the selection of the best advertising media?

- a) The color of the advertisement
- b) The popularity of the brand
- c) Budget and target audience reach
- d) The opinions of the competitors
- Answer: c) Budget and target audience reach

Explanation: Budget constraints and audience reach determine which medium is used. Some media like TV and celebrity endorsements are expensive, while others like newspapers and radio are cost-effective for specific audiences.

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5. Why is digital media gaining popularity in advertising?

- a) Because it is cheaper than all other media
- b) Due to media convergence and a rapidly growing audience
- c) Because traditional media is no longer relevant
- d) Since it does not require a budget

Answer: b) Due to media convergence and a rapidly growing audience Explanation: Digital media combines text, audio, and video, making it an interactive and cost-effective medium. The rise of social media, mobile marketing, and internet ads has made it a preferred choice for advertisers.

6. What is one major disadvantage of newspaper advertisements?

- a) High production quality
- b) Long shelf life
- c) Low production quality and short lifespan
- d) Low local coverage
- Answer: c) Low production quality and short lifespan

 Explanation: Newspapers are low-cost and widely accessible, but they have poor print quality and a short shelf life as they are discarded quickly.

7. Which advertising medium has better visual quality and longer shelf life?

- a) Radio
- b) Television
- c) Magazines
- d) Newspapers
- Answer: c) Magazines

 Explanation: Magazines offer higher print quality, color visuals, and in-depth content,
- making them attractive for long-term advertisements.
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8. One of the key advantages of radio advertisements is:

- a) High production costs
- b) Captive audience and local reach
- c) Ability to deliver visual messages
- d) Low frequency of broadcasting
- Answer: b) Captive audience and local reach

Explanation: Radio ads are **affordable, can be repeated frequently**, and **reach a wide audience**, including **commuters and local listeners**.

9. What makes television a powerful advertising medium?

- a) High impact and wide reach
- b) Low airtime costs
- c) Long shelf life of messages
- d) No competition from other advertisements
- Answer: a) High impact and wide reach

Explanation: Television advertising has a **huge audience reach**, provides **audio-visual engagement**, and creates **high brand recall**.

10. Which of the following is an advantage of direct mail advertising?

- a) High glamour and prestige
- b) High response rate and audience selectivity
- c) Low durability and short lifespan
- d) Difficult to measure consumer responses
- Answer: b) High response rate and audience selectivity

Explanation: Direct mail allows companies to **target specific customers** and often receives **better response rates** than mass media ads.

11. What is one major disadvantage of celebrity endorsements?

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- a) They are expensive to produce and air
- b) They are not attractive to consumers
- c) They do not influence buyer behavior
- d) They are only effective for local businesses
- ✓ Answer: a) They are expensive to produce and air

Explanation: Celebrity endorsements create strong brand recall but are **highly expensive**, especially when aired during **prime time slots**.

12. What does "ICE Age" stand for in digital advertising?

- a) Internet, Communication, Economy
- b) Internet, Cinema, Education
- c) Information, Communication, Entertainment
- d) Innovation, Creativity, Engagement
- Answer: c) Information, Communication, Entertainment Explanation: The ICE Age refers to how digital media integrates information, communication, and entertainment into a single platform, making it a powerful advertising medium.

Short Answer Questions

13. What is the importance of media selection in advertising?

 Media selection ensures maximum reach, audience engagement, and cost-effectiveness. Choosing the right medium helps target the correct audience and maximize advertising impact.

14. What is Out-of-Home (OOH) advertising? Give two examples.

- OOH advertising refers to advertisements placed in public spaces to reach audiences outside their homes.
 - **Examples:**
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- 1. Billboards
- 2. Kiosks and posters

15. Define covert advertising with an example.

• **Covert advertising** is when a brand is **subtly placed** within entertainment content without direct promotion.

Example: The **Aston Martin car** being used by **James Bond** in movies.

16. What is cross-promotion in advertising?

 Cross-promotion is when two or more businesses collaborate to promote each other's brands to a shared audience.

Example: A fast-food chain partnering with a soft drink brand in a combo meal offer.

- Acronyms to Remember:
 - OOH Out-of-Home Advertising
 - ICE Age Information, Communication, Entertainment

- 1. What is one major disadvantage of celebrity endorsements?
- They are expensive to produce and air, especially during prime time.
- **Example:** A 30-second ad featuring a Bollywood star during IPL matches costs crores of rupees!
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- 2. Why is merchandise advertising also called specialty advertising? it includes branded goods (caps, keychains, pens, etc.) that provide long-term visibility. **✓** Example: Companies distribute free branded mugs, pens, and t-shirts at events to keep their brand in customers' minds. 3. Explain the concept of covert advertising with an example. **Covert advertising subtly promotes a product within entertainment** content. Example: Aston Martin cars appearing in James Bond movies – no direct mention, but the car gets prime screen presence! *4. Why has television advertising taken priority over cinema advertising? Television has a wider reach compared to cinemas, making it more effective for advertisers. ✓ Example: A TV ad during prime-time news can reach millions of viewers, whereas a cinema ad is limited to those in theaters. for the social issues are being promoted in Indian advertisements. today? Key social issues include:
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- ✓ Health & Hygiene Swachh Bharat campaign
 ✓ Women's Welfare Beti Bachao, Beti Padhao
- 🔽 Family Welfare Polio Vaccination 🏥
- 🔽 Primary Education Sarva Shiksha Abhiyan 📚
- *6 What does digital convergence mean in advertising?
- Digital convergence is the merging of TV, internet, and print media, creating new opportunities for targeted marketing.
- ✓ Example: Watching YouTube ads on Smart TVs

 + Shopping on Instagram

 = Digital Convergence!
- 7 Name two emerging digital advertising platforms.
- 1. Podcasting (Audio & Video) Brands sponsor Spotify/YouTube podcasts to target niche audiences.
- 2. Networked Gaming _ Ads appear in games (e.g., Subway Surfers showing Nike ads!)
 - Long Answer Questions
- ★ 1. What are two major disadvantages of newspaper advertisements?
- Newspapers have limitations despite their wide reach.
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- X Short lifespan Newspapers are discarded quickly.
- Low production quality The print quality is often lower compared to magazines.
- Example: An ad in a Sunday newspaper may be read once, but a magazine ad stays longer!

★ 2. Why do magazine advertisements have a loyal readership?

- Magazines cater to specific interests and ensure repeated exposure.
- ✓ Targeted audience Readers subscribe to magazines based on their interests.
- **✓** Better visual quality Higher print quality enhances ad appeal.
- ✓ Longer shelf life Magazines are preserved and re-read, increasing ad exposure.
- Example: A business magazine (Forbes) attracts entrepreneurs, while a fashion magazine (Vogue) attracts style-conscious buyers.

3. How does radio advertising reach a traveling audience?

- Radio advertising is effective for people on the move!
- ✓ Accessible in cars, mobile phones, and transistors Listeners hear ads while commuting.
- **✓** High frequency of broadcasting Messages are repeated several times daily.
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Example: A morning radio show ad for a café ensures people hear about breakfast deals while driving to work!

4. List two disadvantages of television advertising.

- TV ads are impactful but come with drawbacks.
- X High cost Both production and airtime expenses are very high.
- X Channel surfing Viewers can easily skip ads using remote controls.
- Example: Many people switch channels during commercial breaks, reducing ad effectiveness.

5. Why is direct mail advertising considered highly effective for small businesses?

- Direct mail allows businesses to target customers directly.
- ✓ High response rate Customers receive ads personally, increasing engagement.
- ✓ Targeted advertising Businesses can customize ads for specific customer groups.
- Example: A local bakery sending discount flyers to nearby homes ensures more footfall than a random billboard ad.

6. List two disadvantages of direct mail advertising.

- while direct mail targets customers personally, it has some drawbacks.
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- ★ High per-consumer cost Each mailing costs more compared to other advertising methods.
- X Over-saturation Too much mail can make consumers perceive it as junk mail.
- **Example:** Many people **ignore promotional emails or brochures**, thinking they are spam.

↑ 7. What are two key advantages of billboards as an advertising medium?

- Billboards offer unmatched exposure for brands!
- ✓ High visibility 24/7 Especially effective in high-traffic areas.
- ✓ Large size creates an impact The message is bold and hard to miss.
- Example: A McDonald's billboard on a highway catches the attention of drivers day and night.

*8. Why is the impact of outdoor advertising (OOH) difficult to measure?

- 🚏 Unlike digital advertising, outdoor ads lack real-time analytics.
- No direct tracking Unlike social media or website ads, there's no click-through rate (CTR) or engagement metric.
- X Audience measurement is challenging It's hard to tell how many people noticed or remembered the ad.
- 📢 Example: A billboard ad may be seen by thousands, but how many actually act on it? 🤔

9. What is the main goal of cross-promotion?

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- Increase brand visibility Two or more businesses promote each other.
- Reach a broader audience Customers of one brand discover another through collaboration.
- Example: A fast-food chain offering a free soft drink from a beverage brand creates a win-win promotion!

10. What is cooperative advertising, and how does it benefit businesses?

Answer:

Cooperative advertising is a marketing strategy where two or more businesses **share the cost** of an advertisement to promote their products or services together.

Benefits of Cooperative Advertising:

- ✓ Cost-sharing Reduces the financial burden for each business.
- ✓ Increased reach Helps brands tap into each other's customer base.
- ✓ Stronger brand presence Joint promotions enhance credibility and visibility.
- **Example:** A **shoe brand and a sportswear company** jointly running an ad campaign featuring both products in a single promotion.

Orevious Year Questions (PYQs) – Advertising (Class 12 Mass Media - 835)

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1. Chalk out an advertising campaign for an organic cosmetic brand. (6 Marks)

Answer:

An advertising campaign for an organic cosmetic brand involves strategic planning, media selection, and execution.

Campaign Outline:

- 1. Define Objectives Create awareness, attract eco-conscious consumers, and establish brand identity.
- 2. Identify Target Audience Women (18-45), health-conscious consumers, vegan product users.
- 3. Key Message "Pure Beauty, Powered by Nature" Emphasizing organic, chemical-free, and sustainable ingredients.
- 4. Media Strategy:
- ✓ Social Media Ads Instagram & Facebook (beauty influencers).
- ✓ Print Media Fashion & lifestyle magazines.
- ✓ OOH Advertising Billboards near malls & beauty salons.
- ✓ TV Commercials Featuring celebrity endorsers promoting natural beauty.
- 5. Campaign Launch Discounts, influencer collaborations, and free product samples.
- **6. Evaluation Metrics** Sales reports, customer feedback, and social media engagement analytics.
- Result: Increased brand awareness and customer engagement!

★ 2. Which factors decide the best media for advertising? (4 Marks)

Answer:

Selecting the best advertising media depends on several key factors:

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- 1 Budget TV ads are expensive; social media ads are cost-effective.
- 2 Target Audience Youth prefer social media, while older audiences read newspapers.
- Retention Value Print ads last longer, while digital ads disappear quickly.
- **Reach & Accessibility** TV reaches a mass audience; direct mail targets specific customers.
- Example: Luxury brands use magazines, while fast-food chains prefer TV & digital ads.
- *3. With examples, write any three functions of advertising. (3 Marks)
- Answer:
- 1. Brand Awareness Creates identity & recognition (e.g., Nike's "Just Do It" slogan).
- 2. Customer Persuasion Encourages purchases using emotional appeal (e.g., Cadbury ads).
 - 3. Sales Expansion Boosts demand & revenue (e.g., Amazon's festive sales ads).
- Advertising helps brands stay competitive & grow!
- ★ 4. What is Advertising? (2 Marks)
- Answer:
- Advertising is a paid promotional activity designed to influence consumer behavior by delivering persuasive messages through various media.
- ✓ Example: TV, print, radio, digital, and outdoor advertising.
- ★ 5. Highlight the key work done by an agency before the launch of the campaign. (4 Marks)
- Answer:

An **advertising agency** plays a crucial role before launching a campaign:

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- 1. Market Research Understanding the target audience & competitors.
- 2. Concept Development Crafting the core idea, message & tagline.
- 3. Media Planning Selecting the best channels for maximum impact.
- 4. Pre-Testing Ads Conducting surveys to gauge consumer response.
- The goal is to ensure an impactful and successful campaign!

★ 6. Discuss the significance of Direct Mail as a channel of communication. (4 Marks)

- Answer:
- Direct mail is a targeted, personalized form of advertising.
- 1. Personalization Customized messages for customers.
- 2. High Engagement More likely to be read than digital spam.
- 3. Measurable Response Easy to track consumer feedback.
- 4. Cost-Effective for Small Businesses Helps local brands grow.
- **Example:** A local bakery sending discount flyers to nearby homes.

7. Write the advantages of giving advertisements in magazines. (2 Marks)

- Answer:
- ✓ High Visual Appeal Glossy pages & high-quality images attract readers.
- ✓ Targeted Readership Specific audiences (fashion, business, fitness, etc.).
- **Example:** Vogue for fashion ads, Forbes for business promotions.

*8. What is Market Segmentation? Explain with examples. (4 Marks)

- Answer:
- **Market segmentation** divides a large audience into smaller, targeted groups based on characteristics.
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- Types of Market Segmentation ("GD-PB")
- ✓ **Geographic** Ads vary by region (e.g., winter wear in North India).
- ✓ Demographic Based on age, gender, income (e.g., luxury cars for high-income groups).
- ✓ Psychographic Based on interests & lifestyles (e.g., gym ads for fitness lovers).
- ✓ Behavioral Based on buying habits (e.g., festive sale discounts).
- **₹** Market segmentation helps brands target the right audience efficiently!

♣ 9. "Digital is the new platform" – Explain with respect to convergence. (4 Marks)

- Answer:
- Digital media is revolutionizing advertising through media convergence.
- 1. TV + Internet Integration Streaming platforms (Netflix, YouTube) mix traditional ads with digital.
- 2. Social Media + E-commerce Brands use Instagram & Facebook for direct shopping links.
 - 3. Al & Data Analytics Personalized ads based on browsing history.
 - 4. Interactive Advertising Augmented Reality (AR) & Virtual Reality (VR) ads.
- **Example:** Flipkart uses Al-driven ads on Google & YouTube.
- Digital advertising is faster, cheaper, and more interactive than traditional media!
- **★** 10. Analyze the scenario before and after the Internet. (Competency-Based Question, 4 Marks)
- Answer:

Before the Internet 🌍

After the Internet

TV & Radio Dominance – Limited reach, expensive ads.

Social Media & Digital Ads – Cheaper & targeted marketing.

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- Newspapers & Magazines Print ads, slow engagement.
- **Direct Mail Marketing** Physical mail, high cost.
- Billboards & Posters Only local visibility.
- Online Blogs & Websites Fast global reach, interactive ads.
- Email & SMS Ads Cost-effective & instant.
- **Social Media Ads** − Worldwide reach with tracking options.
- Example: Earlier, brands relied on TV & print ads, but today, YouTube & Instagram ads dominate!
- The Internet has transformed advertising into a dynamic and interactive experience.

- 1. Write the pros and cons of comparative advertising. (4 Marks)
- Answer:

Comparative advertising is when a brand directly or indirectly compares its product with a competitor's to highlight superiority.

- ✓ Pros of Comparative Advertising:
- ✓ 1. Highlights Brand Superiority Shows how one product is better than its competitor (e.g., Pepsi vs. Coca-Cola ads).
- ✓ 2. Increases Consumer Awareness Helps buyers make informed decisions.
- ✓ 3. Encourages Healthy Competition Pushes brands to improve quality.
- ✓ 4. Boosts Market Share If effective, it can persuade consumers to switch brands.
- X Cons of Comparative Advertising:
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- X 1. Can Lead to Legal Issues Misleading claims can result in lawsuits (e.g., Colgate vs. Pepsodent case).
- 2. May Seem Negative Attacking competitors can create a bad brand image.
- X 3. Risk of Free Publicity to Competitors − Mentions the rival brand, giving it free exposure.
- X 4. Can Mislead Consumers If not backed by facts, it can damage credibility.
- **Example:** Horlicks vs. Complan had a legal battle over their health drink benefits!

★ 2. Write the importance of the target audience in the field of advertisement. (3 Marks)

Answer:

A **target audience** is the specific group of consumers an ad is designed for. Identifying the right audience is **crucial for advertising success**.

- Importance of Target Audience in Advertising:
- ✓ 1. Increases Ad Effectiveness Ads are designed to appeal to a specific demographic (age, gender, income, lifestyle).
- ✓ 2. Maximizes ROI (Return on Investment) Focusing on the right audience reduces wasted advertising costs.
- ✓ 3. Enhances Customer Engagement Personalized and relevant ads improve brand recall and loyalty.
- Example: Luxury brands target high-income consumers, while gaming companies advertise to teenagers.
- Right audience = Better ad impact + Higher sales!

Quick Memory Tip!

Comparative ads can be a double-edged sword \ – while they attract attention, they must be used carefully!

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- Focus on "Kya Ho Sakta Hai" Instead of fearing the exam, think about what's possible and how you can maximize your preparation.
- Throw the Fear Out of the Window! Fear only blocks your potential. You've studied hard, trust yourself!
- Your Brain is Your Superpower! Once you study with focus, your brain will retain information naturally. Believe in its power!
- Let's Do It! 6 6 Stay confident, revise smartly, and go for it! You've got this!

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