



INSTITUTE OF FINE ARTS CSJM UNIVERSITY, KANPUR

Presentation on

ADVERTISING CAMPAIGN

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ADVERTISING CAMPAIGN (Meaning and its process)



WHAT'S ADVERTISING CAMPAIGN?

An Advertising Campaign involves **a series of advertisement messages** that share a **single idea and theme** and placing them in various advertising media to reach a **desired target group.**



HOW CAN AN ADVERTISING CAMPAIGN HELP?

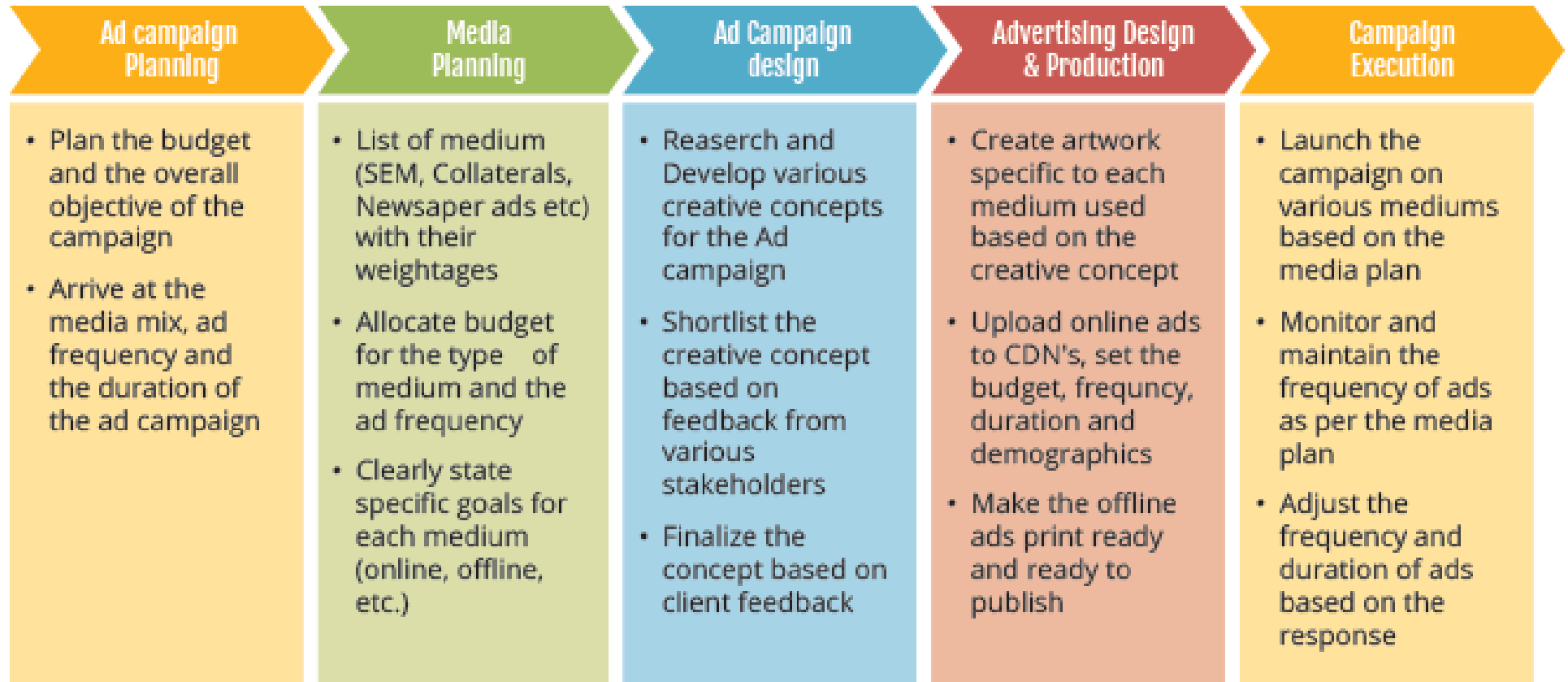


1. Influence buying decision
2. Educate customers
3. Building a strong brand image
4. Reminders
5. Keep product in public eye

ADVERTISING CAMPAIGN PLANNING...



It is always better to have a **well-planned strategy** to promote your brand, product or services. Advertising campaigns do that for you. Whether you offer a product or a service, choose to promote your brand online or offline-**advertising campaign** help by **guiding you through the process.**



1.ANALYZING THE MARKET



The first step is to do a **market research** for the product to be advertised. One needs to find out the **product demand**, **competitors** etc.

2.DEFINE
YOUR TARGET
AUDIENCE

One need to know who are going to buy the product and **who should be targeted.**



3.SETTING THE BUDGET



The next step is to **set the budget** keeping in mind all the factors like **media, presentations, paper works,** etc which have a role in the process of advertising and the places where there is a need of funds. The **budget should be flexible** so that it can be change according to the market in a period of time.

4.DECIDING A PROPER THEME



The **theme for the campaign** has to be decided as in the **colours** to be used, the **graphics should be similar** or almost similar in all ads, the **music** and the voices to be used, the designing of the ads, way the message will be delivered, the **language to be used** etc.

5. SELECTION OF MEDIA



The media or numbers of medias selected should be the one which will reach the target customers. Mostly used **media tools are print media and electronic media**. Print media includes newspaper, magazines, posters, and hoardings. Electronic media includes radio, television, sending messages on mobile.

6.EXECUTING THE CAMPAIGN



Finally, the campaign has to be **executed** and then the **feedback** has to be noted.

WHAT MAKES AN ADVERTISING CAMPAIGN EFFECTIVE?



1. IDENTIFY THE PURPOSE OF THE CAMPAIGN
2. CREATE A PERSONAL CONNECT
3. KEEP IT SIMPLE
4. REPITITION CAN BE EFFECTIVE
5. CHOOSE THE RIGHT TIME FOR LAUNCHING THE CAMPAIGN

EXAMPLES OF SOME FAMOUS ADVERTISING CAMPAIGNS

1. AMUL- The Taste of India
2. ARIEL MATIC- Share The Load
3. MERI MAGGI- Me And Meri Maggi
4. SURF EXCEL- Daag Ache Hain
5. FEVIKWIK- Todo Nahi Jodo

1. AMUL — Be it bollywood, olympics, politics cricket, it wouldn't be wrong to say one can stay up to date with current affairs with the **AMUL GIRL**. The longest running ad campaign in India was conceived by noted ad man **Sylvester daCunha** in **1956** and is now run by his son **Rahul daCunha**. This campaign capture the imagination of every Indian, irrespective of religion, language, gender or age.



2. ARIEL MATIC



This promotional banner features the Whirlpool logo in the top left and the Ariel logo in the top right. The central text asks 'Do You #ShareTheLoad?'. Below this, two photographs show a woman and a man, and an elderly woman and man, both engaged in laundry activities. At the bottom, a call to action reads 'Upload a picture, tag us & win a Whirlpool washing machine from ARIEL'. To the right, the hashtag '#ShareTheLoad with ARIEL' is displayed next to a box of Ariel Top & Front Load detergent.



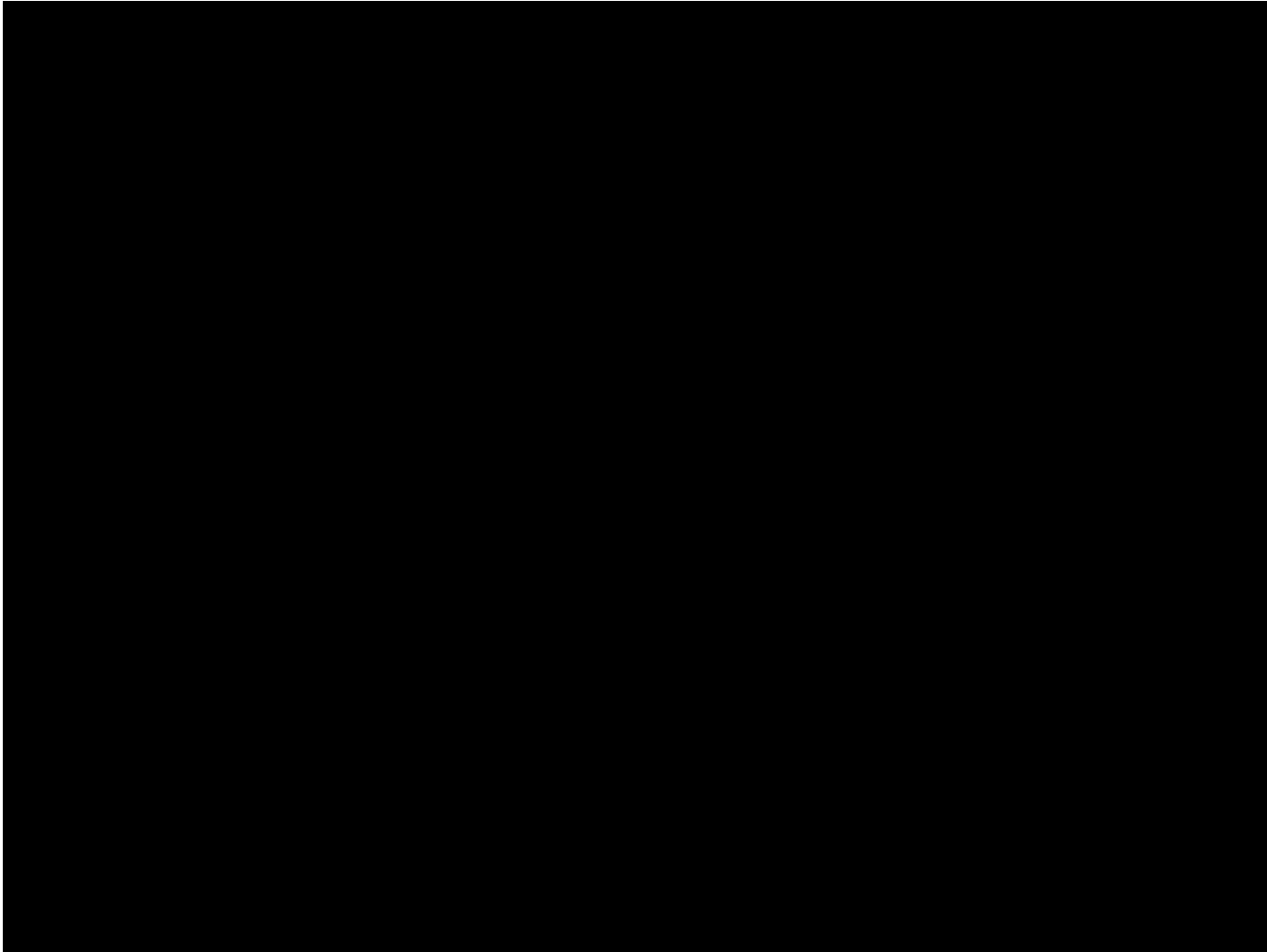
3. SURF EXCEL



Puddle War
[Click here to play](#)



4.FEVIKWIK



CONCLUSION

To create an **effective advertising campaign** one need to understand the entire process behind an advertising campaign.

It starts with an **in-depth analysis** of the company and products to be advertised, followed by extensive research on the market and the targeted population.

THANKYOU