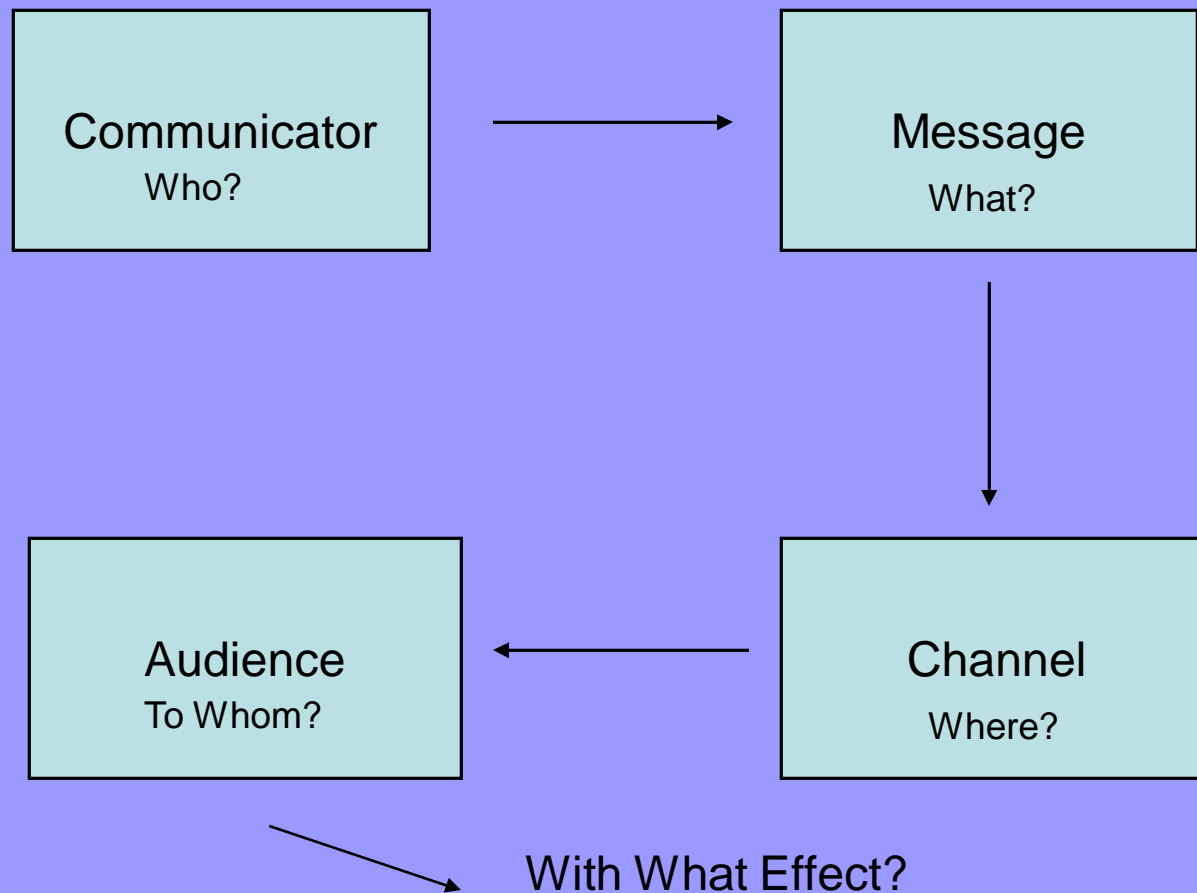


# Communication Models

# Introduction

- There are various models of the marketing communication / advertising process which aim at explaining the possible sequence through which marketing communication / advertising may effect the buyer / consumer behaviour and attitude towards the advertised product / service / brand

# A Linear Communication Model



# The AIDA Model

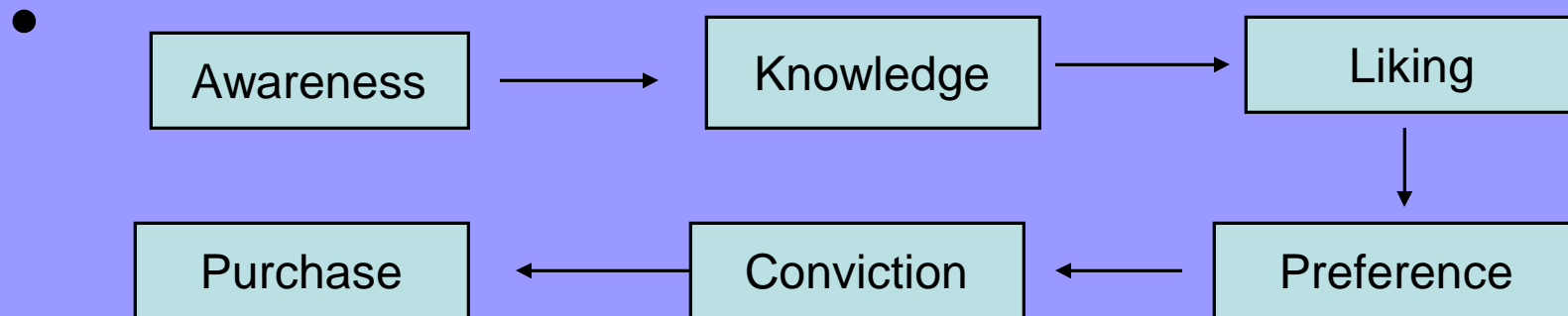
- Advertising effects consumers in various stages of the evaluation process. One of the earliest models developed in 1920s in USA sets out the hierarchy of effects in the following manner:
- Attention → Interest → Desire → Action
- The model highlights the importance of catching the attention of the prospect and creating interest through the advertising message and its presentation.

# The AIDA Model

- The desire to obtain advertised goods / services may be generated but to varying degrees, amongst different prospects as a result of advertising. The final stage of action will depend on many other factors like availability of the product, price etc

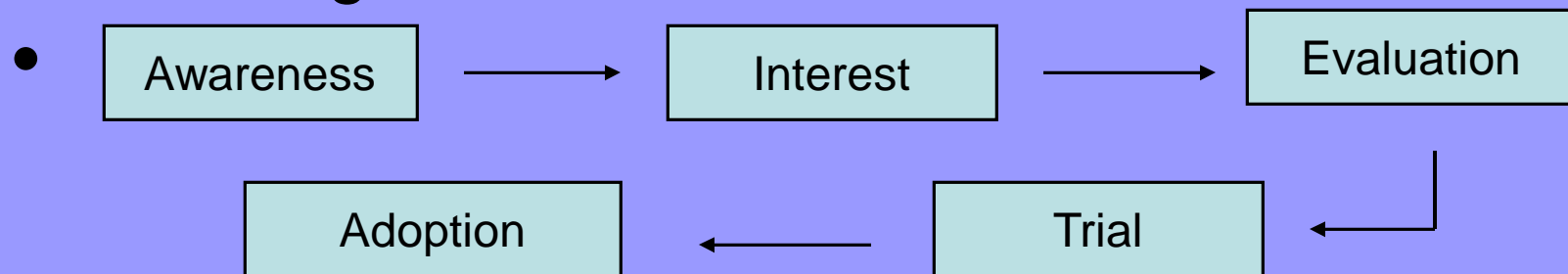
# Lavidge & Steiner Model

- Models developed later gave more importance to cognitive stages. It was apparently felt that with an increase in competition and an enhancement in discerning abilities of potential buyers and users, information would play a greater role. The persuasive power of advertising could be based on information content



# Innovation Adoption Model

- Another model known as Innovation Adoption Model suggests the hierarchy of effects in following manner:



- The last stage in this model is adoption which will happen once the consumer is satisfied with the trial of the brand / product

# Evaluation of Different Mass Media Options



# Media Vehicles

- Television
- Newspapers
- Magazines
- Outdoor
- Internet
- Radio

# Television

- **Benefits:**
- Ability to connect emotionally
- Subconscious playback leading to high recall and retention
- Very wide reach – ideal for national or state wide campaigns
- Very cost effective compared to other mediums

# Television

- **Limitations:**
- Too much clutter – needs large budgets to grab attention and recall
- Not a good medium to announce something or do topical advertising
- Not ideal for small demographic markets
- Not good for information dissemination / product feature based advertising

# Newspapers

- **Benefits:**
- Ideal medium for making announcements / topical communication
- Best medium for educative / information / product feature based communication
- Has the ability for specific demographic targeting especially good for small and regional markets

# Newspapers

- **Benefits:**
- Enables consumers to selectively check and recheck or even preserve your advertising communication
- Enables dealer / retail outlet listing enabling consumers to locate the nearest outlet
- Provides opportunity for dealer cooperative advertising

# Newspapers

- **Benefits:**
- Ideal medium for local retail outlets, restaurants, hospitals hotels etc
- Good medium for low budget advertisers
- Good medium for advertising sales promotions

# Newspapers

- **Limitations:**
- Poor paper quality leading to poor reproduction especially for 4 colour ads
- Mostly regional in nature – very expensive for mounting national campaigns
- Does not have the same ability as television for subconscious playback
- Limited possibilities for connecting with consumers emotionally

# Newspapers

- **Limitations:**
- Very short shelf life – only one day



# Magazines

- **Benefits:**
- Better paper and better reproduction qualities compared to newspapers
- Hence best suited for fashion & lifestyle products where design and aesthetics appeal can be created through good photography
- Has the ability for specific demographic targeting especially based on gender, socio economic, regional or age profile

# Magazines

- **Benefits:**
- Has long shelf life and retention qualities
- Like newspapers magazines can be used for educative / information oriented campaigns
- More cost effective than newspapers for a national campaign for a focused target group and not needing wide reach

# Magazines

- **Limitations:**
- Not good for news oriented or topical advertising as lead time is too long
- Not comparable to television in connecting with consumers emotionally
- Does not have the same recall or buzz value as television ads
- Cost per contact is much higher than television

# Outdoor

- **Benefits:**
- New flex printing technology allows printing of life size pictures and images
- Allows media and creative innovations
- High retention and visibility due to repeat exposure and shelf life
- Very good medium for localized campaigns

# Outdoor

- **Limitations:**
- Not suitable for information / product feature based advertising
- Not suitable for educative / concept selling
- Like newspapers and magazines has limited appeal for emotional engagement
- Expensive medium for a national campaign

# Outdoor

- **Limitations:**
- Not suitable for brands targeting non working women and children
- Audience measurement and tracking are difficult

# Internet

- **Benefits:**
- Personalized & customized communication is possible
- Interactive medium therefore ideal for a two way communication
- Ideal for information dissemination, demonstrations, consumer testimonials etc
- Ideal medium for viral marketing / buzz creation

# Internet

- **Benefits:**
- Ideal medium for building relationship with consumers and winning their loyalty
- Ideal medium for product catalogues
- Advertising & brand building can be directly linked to sales through feed back forms or e commerce



# Internet

- **Limitations:**
- Takes time to build reach as choices for audience is spread over millions of web pages
- Cost per contact is very high
- Consumer has to opt in to see your message for effective results
- Audience measurement and tracking are based on claims and third party monitoring is not available

# Radio

- **Benefits:**
- Good localized medium – Good medium for local retail clients or for local tactical advertising
- Cost per contact lower than Television
- Good reminder medium - Recent research shows that audio track of popular TVC played on Radio creates visual recall

# Radio

- **Benefits:**
- Passive medium thus advertising avoidance is less
- Music based tracks have ability for subconscious playback – leading to memory retention and top of the mind awareness

# Radio

- **Limitations:**
- Limited reach – FM stations limited to top 40 cities and neighboring areas
- Listening frequency and average time spent on radio is very low compared to Television
- Creative limitations as product showcasing / demonstrations / detailed information etc are not possible