

What is advertising?

Advertising is the means of informing and influencing a vast audience to buy a product or service through visual, oral or written messages. Advertising can be described as a paid form of non-personal presentation and promotion of ideas, goods or services. A business that wants to step into markets and make a mark definitely needs advertising. There is hardly any organization that does not advertise these days. Advertising can be done through various media such as newspaper, magazines, television, radio, posters, hoardings, billboard and in recent times, the internet.

Definition:

According to William J. Stanton, "Advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor-identified, paid-for message about a product or organization."

Nature of advertising:

Advertising is the prominent element of the promotion mix. Advertising has a huge reach and is pervasive in nature. Here's more about what an advertising message should have:

1.) Attention seeker:

The term 'advertising' is derived from the Latin word 'advertere' that means 'to turn the attention'. Every piece of advertising attempts to seek the attention of your audience towards a product or service.

Has a unique selling proposition

Often, the advertiser need to have a unique selling proposition (USP). This unique selling proposition makes the product or service stand out of the crowd. Advertising attempts to persuade and influence the audience through the different kinds of appeal.

2.) Visually attractive:

The visual and non-verbal elements play a dominant role in advertising. An eye-catching advertisement uses crisp information and focuses on the visual treatment to convey the message. The visual elements used in the advertisements not only convey the information, but also tell a story.

3.) Consumer oriented:

Advertising broadens the knowledge of the consumers. With this nature of advertising, consumers can have the know how of the products, brands or services that exist in the market. In fact, every product or service is designed in a way to keep the consumers satisfied.

#### 4.)Uses various media:

Apart from print platforms like newspapers and magazines, its presence can now also be seen in audiovisual platforms like, films, hoardings, banners and many such promotional campaigns.

#### Scope of advertising:

Advertising is often regarded as the most important means of marketing a company's services and tools. The scope of advertising is to communicate a message to current customers or potentially target new customers. It helps a company get a message or a piece of information across to their customer base regarding a new product or special deal.

##### 1.)Scope of advertising by budget:

There is always a budget allocated for advertising and promotion within the marketing budget. The budget allocated should be in coordination with the type of advertisement the organization wants. The resources and other requirements are to be kept in mind for the budget allocation.

##### Scope of advertising by deliverables

Once the budget is decided, the marketing plan can be projected further. A detailed scope of work that deliverables require can be outlined. Agencies can now develop a proposed resource plan.

##### 2.)Scope of advertising by allocating deliverables:

For creative work, allocating the type of deliverables (TV, online, mobile, press, magazine, etc) based on the previous campaign requirements can be more insightful after the previous plan.

##### 3.)Scope of advertising by strategy:

Once the deliverables are allocated, advertising agencies can define the strategic requirements by brand or category and develop a scope of work based on past requirements and remuneration for similar strategic deliverables.

#### Functions of Advertising:

Advertising has become an essential marketing activity in the modern era of large scale production and serve competition in the market. It performs the following functions:

##### 1.) Promotion of Sales:

It promotes the sale of goods and services by informing and persuading the people to buy them. A good advertising campaign helps in winning new customers both in the national as well as in the international markets.

2.) Introduction of New Product:

It helps the introduction of new products in the market. A business enterprise can introduce itself and its product to the public through advertising. A new enterprise can't make an impact on the prospective customers without the help of advertising. Advertising enables quick publicity in the market.

3.) Creation of Good Public Image:

It builds up the reputation of the advertiser. Advertising enables a business firm to communicate its achievements in an effort to satisfy the customers' needs. This increases the goodwill and reputation of the firm which is necessary to fight against competition in the market.

4.) Mass Production:

Advertising facilitates large-scale production. Advertising encourages production of goods in large-scale because the business firm knows that it will be able to sell on large-scale with the help of advertising. Mass production reduces the cost of production per unit by the economical use of various factors of production.

5.) Research:

Advertising stimulates research and development activities. Advertising has become a competitive marketing activity. Every firm tries to differentiate its product from the substitutes available in the market through advertising. This compels every business firm to do more and more research to find new products and their new uses. If a firm does not engage in research and development activities, it will be out of the market in the near future.

6.) Education of People:

Advertising educate the people about new products and their uses. Advertising message about the utility of a product enables the people to widen their knowledge. It is advertising which has helped people in adopting new ways of life and giving-up old habits. It has contributed a lot towards the betterment of the standard of living of the society.

7.) Support to Press:

Advertising provides an important source of revenue to the publishers and magazines. It enables to increase the circulation of their publication by selling them at lower rates. People are also benefited because they get publications at cheaper rates. Advertising is also a source of revenue for TV network.

Role of advertising in promotion:

The 10 role of advertising in promotion of the product are as follows:

1. Awareness
2. Information
3. Persuasion
4. Attitudes
5. Reminder
6. Brand Loyalty
7. Brand Image
8. Counter Competitors' Claims
9. Expansion of Markets
10. Educating the Customers.

1.) Awareness:

One of the important roles of advertising is to create awareness of the product or services such as brand name and price. The awareness of the product or services can be created through highlighting the unique features of the brand. Nowadays, due to intense competition it is not just enough to create awareness, but top of mind awareness is needed.

2.) Information:

Advertising helps to inform the target audience about the product. Providing information is closely related to creating awareness of the product. Potential customers must know about a product, such as product features and uses.

Product information is very much required, especially when the product is introduced in the market, or when product modification is undertaken. Proper product information can help the consumers in their purchase decision.

3.) Persuasion:

When business firms offer similar products, the firm must not only inform the customers about the product's availability, but also persuade them to buy it. Through persuasive messages, the marketers try to provide reasons regarding the superiority of their products as compared to others available in the market. Persuasion can be undertaken through creative advertising messages, product demonstration at trade fairs, offering free gifts, premium offers and organizing contests.

4.) Attitudes:

Promotion is required to build or reinforce attitudes in the minds of target audience. The marketers expect the target audience to develop a favourable attitude towards their brands. Positive attitude towards the brand helps to increase its sales. Through promotional techniques like advertising, the marketer can correct negative attitude towards the product, if any. Negative attitude can also be corrected through public relations and advertising.

5.) Reminder:

If target customers already have a positive attitude towards a firm's product or service, then a reminder objective may be necessary. The reminder objective is necessary because the

satisfied customers can be targets for competitors' appeals. Well-established brands need to remind the customers about their presence in the market. For instance, 'Raymond – the complete man' campaign is designed to remind the customers.

#### 6.) Brand Loyalty:

Advertising helps to develop brand loyalty. Brand loyalty results in repeat purchases and favourable recommendations to others by existing customers. Sales promotion, effective personal selling, timely and efficient direct marketing, and other techniques help to develop brand loyalty.

#### 7.) Brand Image:

An advertiser helps to develop a good image of the brand in the minds of target audience. There are several factors that can be of help to audience. There are several factors, such as the character of the personality that endorses the brand, the content of the advertising message, the nature and type of packaging and the type of programmes or events sponsored, that can help to develop brand image in the minds of target audience.

#### 8.) Counter Competitors' Claims:

The marketer may counter the claims made by the major competitors. For instance, competitive advertising is undertaken to counter the claims made by competitors either directly or indirectly. With the help of creative advertising, the marketers can claim the superiority of their brand. The marketer may also undertake aggressive sales promotion to counter the competition in the market.

#### 9.) Expansion of Markets:

Successful ads results in expansion of the markets. A marketer may intend to expand markets from the local level to the regional level, from the regional level to the national level, and from the national level to the international level. For this purpose, the marketer may undertake various techniques of promotion.

#### 10.) Educating the Customers:

Promotion may be undertaken to educate the customers. For instance, some of the advertising is undertaken to educate the audience regarding the use of the product, handling operations, and so on. Public awareness campaigns also educate the public regarding the negative effects of noise, air and dirt pollution, social evils, and so on.

Criticism on advertising:

Despite many benefits drawn from advertising, it suffers from a severe criticism advanced by different segments of society.

It is not an unmixed blessing. It has been criticised on the following grounds.

(1) Increased Price of The Product:

Advertising increases the cost of the product as the expenses on it form the part of the total cost of the product. The increased prices are borne by the consumers. But it cannot be denied that advertising leads to large scale production which considerably reduces the total and per unit cost of production. The consumer may pay less rather than higher.

(2) Multiplication of Needs:

Advertising creates artificial demand for the product and induces people to buy those products which are not needed by them. On account of its repetition, it allures and creates a desire in the minds of the people to possess an article not required by them.

(3) Deceptive:

Sometimes advertising is used as an instrument of cheating. In order to impress upon the people false statements are given with regard to different virtues of a product. Fraudulent means and deceptive practice are resorted to by various traders in order to sell their products. All these things adversely affect the public confidence in the advertising.

(4) It Leads to Monopoly:

Advertising sometimes leads to monopoly in a particular brand of a product. By investing large sums in advertising of his brand, a big producer eliminates small producers of the same product from the market and creates brand monopoly. This leads to exploitation of consumers. But in reality this argument does not hold good. The monopoly powers are temporarily acquired by the manufacturers as they face strong competition by the rival producers of the same product. In the words of Marry Hepner "advertisement stimulates competition. It often enables the small businessmen to compete with large concerns as well as to start new business".

(5) Harmful For the Society:

Sometimes advertisements are un-ethical and objectionable. Most often, these carry indecent language and virtually nude photographs in order to attract the customers. This adversely affects the social values.

(6) Wastage of Precious National Resources:

A serious drawback levied against the advertisement is that it destroys the utility of certain products before their normal life. The latest and improved model of a product leads to the elimination of old ones. For instance, in the U.S.A., people like to possess the latest models of cars and discarding the old ones which are still in useable conditions. This leads to wastage of national resources.

## UNIT-2

### STRATEGIES OF Advertisement

Advertising Agencies :

Meaning,

“The work of a tailor is to collect the raw material, find matching threads, cut the cloth in desired shape, finally stitch the cloth and deliver it to the customer.”

Advertising Agency is just like a tailor. It creates the ads, plans how, when and where it should be delivered and hands it over to the client. Advertising agencies are mostly not dependent on any organizations.

These agencies take all the efforts for selling the product of the clients. They have a group of people expert in their particular fields, thus helping the companies or organizations to reach their target customer in an easy and simple way.

The first Advertising Agency was William Taylor in 1786 followed by James “Jem” White in 1800 in London and Reynell & Son in 1812.

Role of Advertising Agencies:

- 1.) Creating an advertise on the basis of information gathered about product
- 2.) Doing research on the company and the product and reactions of the customers.
- 3.) Planning for type of media to be used, when and where to be used, and for how much time to be used.
- 4.) Taking the feedbacks from the clients as well as the customers and then deciding the further line of action.

All companies can do this work by themselves. They can make ads, print or advertise them on televisions or other media places; they can manage the accounts also. Then why do they need advertising agencies? The reasons behind hiring the advertising agencies by the companies are:

- The agencies are expert in this field. They have a team of different people for different functions like copywriters, art directors, planners, etc.
- The agencies make optimum use of these people, their experience and their knowledge.

- They work with an objective and are very professionals.
- Hiring them leads in saving the costs up to some extent.

There are basically 5 types of advertising agencies.

1.) Full service Agencies:

- Large size agencies.
- Deals with all stages of advertisement.
- Different expert people for different departments.
- Starts work from gathering data and analyzing and ends on payment of bills to the media people.

2.) Interactive Agencies

- Modernized modes of communication are used.
- Uses online advertisements, sending personal messages on mobile phones, etc.
- The ads produced are very interactive, having very new concepts, and very innovative.

3.) Creative Boutiques:

- Very creative and innovative ads.
- No other function is performed other than creating actual ads.
- Small sized agencies with their own copywriters, directors, and creative people.

4.)Media Buying Agencies:

- Buys place for advertise and sells it to the advertisers.
- Sells time in which advertisement will be placed.
- Schedules slots at different television channels and radio stations.
- Finally supervises or checks whether the ad has been telecasted at opted time and place or not.

5.) In-House Agencies:

- As good as the full service agencies.
- Big organization prefers these type of agencies which are in built and work only for them.
- These agencies work as per the requirements of the organizations.

There are some specialized agencies which work for some special advertisements. These types of agencies need people of special knowledge in that field.

For example: Advertisements showing social messages, finance advertisements, medicine related ads, etc.

Objectives of Advertising:

1.) Introduce a product:

The most common reason Advertising is used is to introduce a new product in the market. This can be done by existing brands as well as new brands. Have a look at the latest iPhone in the market or a Samsung smartphone and you will find a lot of advertisement for these new products. The objective of advertising here is to tell customers – “Here is the new product we have launched”.

2.) Introduce a brand:

There are many startups in the market today and many of them are services. Services are generally marketed as a brand rather than marketing their individual service product. Thus, Uber will market its own brand and introduce that Uber has started servicing customers in a new market. Same goes for Oracle or Accenture – Companies which market their brand and their presence in the market rather than marketing an individual product.

3.) Awareness creation:

According to the AIDA model, the most important job of advertising is to get attention which is nothing but Awareness creation. Advertising needs to capture the attention of people and make them aware of the products or their features in the market.

Example – Most of the Bank ads that you see are awareness campaigns. The ads that advertise the benefits of savings / mutual funds or benefits on credit and debit cards are all awareness creation ads.

4) Acquiring customers or Brand switching:

One of the major objectives of advertising and the first objective of many advertising campaigns is to acquire more customers. This is also known as making the customers switch brands. This can happen by passing on a strong message so that the potential customer leaves the brand which he is tied up with and comes to your brand.

Example – Most telecom companies launch plans and strategies just to acquire customers and then advertise these strategies in the market so that the customer switches brands. There is hardly any differentiation in the telecom market – thus advertising is a major way to acquire customers. The Vodafone Zoozoo campaign was just that – Influence the customers and create passion in such a way that they do brand switching.

#### 5.) Differentiation and value creation:

A most important aspect of Advertising is to differentiate the product or the service from those of the competitor. A customer can only differentiate between services based on the value the firms provides over that of competitors.

If a competitor is just advertising the features, whereas your firm advertises the promises and commitments that it will keep, naturally more customers will “trust” your brand over others. This is the reason that advertising is used commonly to create value and to differentiate one brand from another.

Coca cola, Toyota, Amazon are some of the most trusted brands in the market. It is no doubt that these brands are also amongst the top advertisers in their respective segments. These brands target value creation as well as differentiation via their advertising campaigns.

#### 6.) Brand building:

When a brand regularly advertises and delivers quality products and fulfills the promises it makes, automatically the value of the brand is built. However, there are many other aspects of brand building. One of the first ones is to advertise via ATL and BTL campaigns etc.

Brands have different objectives of Advertising. Brands like P&G and HUL regularly invest funds in building a good brand value for the parent brand. By doing so, even if one brand is affected, the parent brand is untouchable.

#### 7.) Positioning the product – Product and brand recall:

One of the key factors in the actual purchase of a product is the products recall and the brand recall at the time of purchase. Amongst the objectives of advertising, one objective is to correctly position the brand in the minds of the customer.

Examples :

Include premium brands like Ralph Lauren, Gucci, Hermes or others which are clearly positioned premium. This position is achieved by first having a very premium product line which is high priced but it is also achieved by buying premium advertising and placing the ads in media vehicles which are very premium.

#### 8.) Increase sales:

Naturally, with so many steps being taken to advertise the product, it is no doubt that one of the objectives of advertising is to increase sales. Many a times this objective is achieved via advertising. However, if the campaign is improper or the audience is not targeted properly, then advertising can fail in its objective.

Nonetheless, there are many seasonal products wherein an immediate increase in sale is observed due to advertising. The best example is Ice cream brands which advertise heavily during the summer months because they know that advertising will immediately influence the sales figures. They do not waste money in advertising during the winter season at all.

Similarly, you will see many ads of raincoats during rainy season and ads of winter wear during winter seasons. All these ads are placed to increase the sale of the product immediately.

### 9.) Increase profits:

With the value being communicated and the brand being differentiated as well as sales being increased, there is no doubt that advertising can contribute a lot to increasing profits.

Advertising should never be looked at as an expense or a liability. In fact, it is an investment for a firm just like a brand is an investment.

Look at the likes of Siemens or Bosch – Brands which have invested heavily in positioning themselves on the basis of their German engineering. As a result, today they demand high profits in whatever segments they operate in or whatever products they sell.

### 10.) Create Desire:

Again, referring to the AIDA model, one of the key factors in advertising is to create a desire for the product so that the customer wants the product. Brands which are known to do this are BMW, Audi, Harley Davidson, Adidas and others. These brands are master of advertising where they create so much desire for the product that the customer absolutely wants a product even if he doesn't need it.

## 8 steps to create a successful advertising strategy

### Advertising strategy

A fundamental tool in marketing is advertising because it helps you create and improve the relationship of your brand, product or service with your potential customers. Do you want to sell? You need marketing and advertising linked.

### Advertising campaign

1. The objective of the campaign
2. Define the target.
3. Choose the channels.
4. Communication.
5. The design.
6. Determine an advertising budget
7. Launch your campaign
8. Evaluate the results of your advertising campaign

It is a broad set of business strategies that want to publicize the product or service that you are looking to offer.

This is achieved through different but related announcements, which appear in one or more communication channels during a specific period.

The campaigns are strategically designed to impact a segmented group of people and solve a crucial problem. It is a short-term plan that mostly works for a year or less.

Here we show you five keys to generate a successful campaign:

1.) The objective of the campaign:

Depending on what we want to achieve, the campaign objective will be defined with different structures.

Although 90% of the cases what we are looking for is to attract customers and obtain sales, there are other types of objectives.

For example, there are campaigns that intend to do branding (publicize the brand), others are made to associate that brand with certain values or feelings. Here we have some examples:

- To make a new product known
- To position your company and make it more popular
- To increase your sales
- To attract more visits to your online or local store (and to become potential customers)
- To compete with other businesses that are subtracting buyers and sales.

2.) Define the target :

We will have to define a number of factors, such as the age, gender, social class, marital status, and some essential habits that we will need both for the design and for the planning of the media.

Imagine this: you want to promote your business to sell some cell phone accessories, mostly aimed at women between 18 and 35 years old.

The most logical thing would be that your message goes directed at these young women and that you use media to insert your advertising such as Facebook, Instagram, or women's magazines, which are the sites that the public you are looking for uses.

It would be a waste of time and money to put an ad in a blog about sports and food aimed at men because it is very normal that this audience is not interested in technology (except the one that they use to exercise) or products aimed at women.

3.) Choose the channels:

The third stage is the definition and planning of the media. To define it, the correct evaluation of the previous point is essential and depending on their habits and tastes, the target audience segments use different channels of communication at different times. Some of them are:

- Traditional media such as television, radio, written press, magazines.
- Internet, social networks, blogs, and YouTube channels
- Through email or advertising in postboxes
- Fairs, conventions, tasting stations
- Signboards on the street, flyers, product catalogs

#### 4.) Communication:

We talk about the way you conceive the message you want to launch. The only way to get the clients interested in your advertisement is to do it thinking about what they need.

#### 5.) The design:

The colors, the photographs, the language or the spot, the way the texts are introduced in the communication, the type of font, the textures, the sizes, all these aspects are key to achieving communicate the advertising message successfully.

If you want to make an advertising campaign with a dress picture and a text that says “the best women’s clothes at the best prices”, it is important that you use that same phrase with that same image in all the places where you are going to promote it (Facebook, Instagram, magazines, posters, etc.).

It is necessary that you do it to establish that publicity as yours and get your audience to remember it no matter where they see it.

#### 6. Determine an advertising budget

Here you must decide how much money you are going (or can) invest in your advertising campaign. Maybe you are the owner of a company with good profits every year, and you have enough to spare no expenses and advertise on television.

But as equal, you may be a small entrepreneur who has started a business recently and you can not afford to spend too much.

Whatever your situation, it is important that you make a budget to see later what options you can handle, even if you only have \$40 to invest in advertising.

Do not worry if you do not have much money: at the end of this article, we’ll give you some solutions to advertise practically free anywhere you want.

#### 7. ) Launch your campaign:

With all the previous steps already, now you just have to launch your campaign in the different media you have chosen.

In this step, it is important that you think both the start and end dates of your campaign and how many times you want your message to be repeated in each site throughout the day.

Be careful not to be too repetitive or you will end up boring your target audience.

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Resultado de imagen para bts armypedia

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#### 8.) Evaluate the results of your advertising campaign:

Although this last step may seem insignificant to you, it is important to know if your campaign has worked, or not, and if it was able to make changes or repeat the same strategies in the future.

It is a good idea that after launching your ad you keep a record of everything that happens.

Check if visits to your online business or your local increase, if there is a rise in your sales, if your number of followers in social networks is higher, or if more people call you, send an email or ask you about your products or services.

If someone makes a purchase and mentions that it's because they've seen your advertising, you can ask what they liked about the ad and what would be improved.

Do not be ashamed! It's a great way to change your mistakes for the next campaign you do.

### Advertising Standards Council of India

The Advertising Standards Council of India (ASCI) is a voluntary self-regulatory organization of the advertising industry in India. Established in 1985, ASCI is registered as a non-profit company under section 25 of the Company Act.

- 1.) ASCI is committed to the cause of self-regulation in advertising, ensuring the protection of the interest of consumers.
- 2.) ASCI seeks to ensure that advertisements conform to its Code for Self-Regulation, which requires advertisements to be legal, decent, honest and truthful, and not hazardous or harmful while observing fairness in competition.

3.) ASCI looks into complaints across ALL MEDIA such as Print, TV, Radio, hoardings, SMS, Emailers, Internet/web-site, product packaging, brochures, promotional material and point of sale material etc.

4.) ASCI's role has been acclaimed by various Government bodies including the Department of Consumer Affairs (DoCA), Food Safety and Standards Authority of India (FSSAI), Ministry of AYUSH as well as the Ministry of Information and Broadcasting.

5.) The association with these Government bodies is to co-regulate and curb misleading and objectionable advertisements in the respective sectors.

In January 2017, the Supreme Court of India in its judgement also affirmed and recognized the self-regulatory mechanism as an effective pre-emptive step to statutory provisions in the sphere of advertising content regulation for TV and Radio in India.

6.) ASCI is a part of the Executive Committee of International Council on Ad Self-Regulation (ICAS). Among several awards bestowed by the European Advertising Standards Alliance (EASA), ASCI bagged two Gold Global Best Practice Awards for the Mobile App "ASCIonline" (2016) and for reducing the time taken to process complaints (2013).

#### DAGMAR APPROACH:

DAGMAR (defining advertising goals for measured advertising results) is a marketing model used to establish clear objectives for an advertising campaign and measure its success. The DAGMAR model was introduced by Russell Colley in a 1961 report to the Association of National Advertisers and was expanded upon in 1995 by Solomon Dutka.

The DAGMAR approach advocates a marketing strategy that guides the consumer through four phases: awareness, comprehension, conviction, and action. That path has become known by its acronym as the ACCA formula. The four steps of the campaign are as follows:

- Generating awareness of the brand among consumers
- Increasing comprehension of the product and its benefits
- Convincing consumers that they need the product
- Persuading consumers to buy it.

The DAGMAR method contains two goals. The first is to develop a communication task that accomplishes those specific ACCA steps. The second is to make sure that the success of those goals can be measured against a baseline.

Colley believed that effective advertising seeks to communicate rather than sell. He specified four basic requirements for evaluating the effectiveness of an advertising campaign:

- Be concrete and measurable.
- Define the target audience or market.
- Identify the benchmark and the degree of change expected.
- Specify a period during which to accomplish the objective.

#### Identifying a Target Market to Implement DAGMAR :

The target market is the subset of consumers who have the highest likelihood of purchasing the product. The target market may be narrow or broad. It may be women in general or young professional single women who live in urban areas.

#### DAGMAR Benchmark and Time Frame :

The DAGMAR method requires marketers to establish a benchmark in order to measure the success of a campaign. Today's businesses rarely set out to sell a product to everybody. They aim for a particular share of a market or a substantial share of a market segment.

The cosmetics industry offers a clear example. There are mass-market products available in drugstores, and high-end products, some made by the same companies, that are sold only in department stores. There are products that are branded, packaged, and promoted only for teenagers, and others for mature women.

A company introducing a new product aims at one or more of these market segments, but not all of them at once. In any case, setting a benchmark for product success helps advertisers define the market and create an effective campaign to reach it.

The time frame attempts to set a reasonable deadline for judging the success or failure of a new product's introduction.