

CIVICS

Chapter : UNDERSTANDING ADVERTISING



UNDERSTANDING ADVERTISING

Advertisements are various ways in which a marketing company encourages people to purchase their products.

Brand and Brand Values

By advertising a product, a manufacturer not only encourages the consumers to buy his products but also build the brand value of the product. **Branding** can be defined as stamping a product with a specific name, value or sign. With the help of branding, one can differentiate a product from other commodities. The entire process can be explained in the following steps with the help of an example:

- Sugar is generally sold loose in the market.
- When a company wants to sell sugar in a packet, it has to give a brand name to it in order to distinguish it from loose sugar.
- It may then decide on a name for the sugar packet. If they name it 'Parag Sugar', the product now becomes a brand.



Branding of a product can be defined as stamping a product with a particular name, value or sign

Branding a product is not enough since there may be many brands of the same product. The manufacturers have to also advertise the product claiming that their brand is the best. They do this in the following ways:

- By claiming that their product is good for the health of the specific or all groups such as children, adults, women, or aged.
- By adding values to the product Value is added to a product by the use of visuals, images and words so that the product looks appealing to us.

Brand Values and its Impact on the Society

Advertisements influence people in a big way. They appeal to the emotions and beliefs of the people in order to persuade them to buy the products. However, we should not judge any product solely on the basis of the advertisements. Some important facts about advertisements of goods are:

- Branded products are expensive as compared to loose products as the cost of packaging these products is included in the cost.
- Many people are thus not able to afford these products. However, if the advertisements show that a particular brand of sugar is good for



Many advertisements show that a mother can care for her baby only by using a certain brand of baby cream or powder

the health, then the people may feel that by not using that brand of sugar they are compromising their health.

- Similarly, if it is shown in an advertisement that it is only by using a certain brand of baby cream, that a baby's skin will remain healthy, it may affect the emotion of the mothers.
- At times, two brands of the same product are launched in the market. Both the companies through advertisements try to persuade the consumers to purchase their product.
- The consumer in the wake of such advertising gets confused and cannot decide which product is the better.
- Companies try to appeal to the consumer through advertisements. They claim that their product is the best. This is done by the use of images and visuals in advertisements.
- Advertisements impact people in the society in many ways. Since advertisements target personal emotions, people often begin to judge themselves. For example, if an advertisement claims that only a particular brand of oil can ensure the health of a family, people, especially women, feel that by not using that brand of oil, she is compromising the health of her family.
- Sometimes, companies use celebrities (actors, famous sportspersons) in their advertisements. People usually get tempted to buy such products as they are preferred by their icons or heroes. This leads to the rise in sale of such products.
- One negative aspect of advertising is that they show us the images of the lifestyle of rich people.
- We should not blindly purchase any advertised product. We should firstly understand that images and visuals used in these advertisements are only meant to make them appealing to us. In reality, the product may not be that good.



Celebrities are often hired by the companies to advertise their products

Processes Involved in the Making of Advertisements

Many steps and processes are involved in the making of advertisements such as:

- The company first decides on the product which has to be marketed.
- The services of an advertising company are then hired by the company. The former chalks out a plan for marketing of the product.
- The advertising agency decides those qualities of the product which they want to highlight in the advertisement.

- A survey is then conducted to determine the target group of the product.
- Based on the results of the survey and the quality of the product, the advertisement is planned.
- After planning and designing of an advertisement, the visuals are tested with the targeted audience.
- Depending upon the response of the targeted audience, advertisements are modified and then aired for viewers.

Advertising and Democracy

In a democracy, advertisements address the issue of equality in many ways.

- Since a product has to be advertised repeatedly by a company, only large companies are able to advertise their products. Those companies which are not able to bear the cost of advertising their products have to sell their products in local and weekly markets.
- Advertisements make people believe that only branded packaged advertised products are better, which is not necessarily true. The fact is that the quality of a product does not have any relation with its packaging. The shift to packaged products has negatively affected the sale of many loose products.
- Advertisements often show images which reflect the lifestyle and needs of the rich and middle class sections of society while completely ignore the people belonging to the poor sections. This causes us to forget the issues of poverty, dignity and discrimination in our country.
- As advertisements appeal to the emotions of the people, those people who are not able to buy the advertised products for themselves and their family members may feel bad.
- Advertisements often try to dictate terms by showing us the life we should live, the way we should express our love and concern for our near and dear ones, the way in which we can live smartly etc.



Generally advertisements showcase the lifestyle of the rich people which causes us to ignore and forget the issue of poverty and discriminations in the country

Therefore, we must learn to view advertisements critically. We should not let our emotions and feelings be driven by the advertisements.

MIND MAP : LEARNING MADE SIMPLE

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