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## **Planning and Designing Advertising Campaign (in context with Academic Project)**

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### **Abstract**

Advertising promotional campaigns are collections of similar-natured promotional messages. They distribute the same themes and messages at predetermined periods through various mediums. The durations of advertising campaigns are set and clearly stated. An advertising campaign can help you through the process whether you plan to advertise your goods offline or online or whether you offer a product or service.

A well-planned advertising campaign is essential for success. Effective planning and preparation for an advertising campaign helps keep the client's costs down and ensure that the right audience is reached. Additionally, you must have a plan that is clearly defined and founded on research, analysis, and a thorough understanding of both your target audience and the competition landscape. Emphasising the academic approach of the advertising campaign here as a teacher with more than 15 years of experience in an applied art faculty. Additionally, the process of creating an advertising campaign as a class project for undergraduate students, from assignment planning to implementation of the finished product.

This paper will highlight key aspects of planning and designing advertising campaign, creativity and common methods used while teaching it. Also offers a detail of the development of ideation, Brainstorming, refinement of the designing advertising campaign, generated through Product research, Market research, and Consumer Research. It concludes the assignment Plan, its process and final outcome of classroom projects with example of two students project work mentored by us.

**Keywords:** Advertising, Campaign, Planning & Designing, Assignment

### **Introduction**

Typically, in the military, the word "campaign" refers to a well-planned course of action or a series of actions. It refers to the strategic planning for all-around action that was done for a conflict while accounting for surface, air, and sea attacks by the army, air force, and navy. Similar to this, a multi-dimensional strategy is prepared for an advertising campaign using many media. Design for an Advertising Campaign should be practical as well as beautiful. This is because it should serve a purpose. A functional organic unity of copy, typography, illustration symbol, product, design as a

whole is typically well planned and produced after extensive thought and brain-storming sessions. Each component of the design as a whole should be directly tied to the others.

The many advertisement layouts of a campaign should flow together and make clear the intention and expression of an idea through execution. The campaign's entirety, from A to Z, must be taken into account. Of course, the idea is crucial for the intended and effective outcome in addition to the purpose and technique of production. The concept should be given a focus to make it more actionable and result-oriented so that people will respond positively and sales will increase. The design of a campaign is only deemed successful at that point. The campaign's creative team strives to fix issues by first comprehending the advertising's aim. This may be:

- to introduce and launch a new product or service.
- to get the product used in place of the competitors.
- to increase the frequency of use.
- to create a new long-term habit.
- to arouse interest and provide technical information.
- to obtain seasonal sales where appropriate (cough syrups, air conditioners, room heaters etc.)
- to impress the retail trade.

After deciding the Objective, the following process of designing and planning an advertising campaign is as follows:

**Identify and Profile the Target Audience-** One needs to start by creating a persona or profile of the best ideal customer. Be as precise as possible since this will be the focus of advertising and media choices. Go beyond age and gender to gain a deep understanding of what makes the most valuable customers stand out.

It is possible to have more than one persona, depending on product or service offering. This will help you shape the theme for adverts which reflect not only messaging but also brand identity.

**Understand Competitors-** It is necessary to understand what competitors are offering so that you can up your game. One needs to know where the company or service stands out from competition and who your competition is. Find out what one can offer that your competitors don't. This will help drive the message to the target audience.

**Design the Campaign Plan-** For a sound campaign strategy, one needs to understand why the target audience should buy your product or service and why they should buy now. One needs to set precise goals which you aim to achieve in the short-term, intermediate and long-term. Whether you want to increase brand awareness, grow email subscribers, increase online traffic, increase leads or conversions; the goals should express your brand's commitment to fulfilling them.

**Select Appropriate Media Choice-** Knowing your audience will help you choose the right media that will deliver the advertising message more effectively. For example, if the target audience is teens, definitely newspapers will not be the most suitable place to place your ads. If advertising for property, for instance, you can run an advert in any flyers or mailers that the property management company distributes.

**Segment and Retarget-** A good advertising strategy is one that creates general interest in a specific geographic area. Targeting should be based on parameters that segment targeted audience

into specific groups. These parameters may include gender, age and location. This increases the chances for engagement and conversions of your campaign. You can also retarget by orienting on conversions while focusing on branding.

Print and electronic media are the two most common types of media equipment. Newspapers, magazines, pamphlets, banners, and hoardings are examples of print media. Radio, television, emails, text messaging on mobile devices, and telephonic advertising are all examples of electronic media. The main thing to keep in mind is choosing an appropriate frequency for the advertising campaign so that the message is conveyed to clients effectively.

Not all campaigns have a set length of time. Seasonal campaigns and year-round campaigns both exist. The timing of each campaign varies. Advertising campaigns might be media-based, location-based, product-based, objective-based, or area-based. Advertising campaigns typically succeed, but if the goal is not achieved in any way, the theory is revised, the necessary modifications are made using the experience, and the remaining campaign is continued.

Being an academician for more than 15 years in applied art faculty, I strongly believe that this is our responsibility to acquaint the learners with various perspective of modern industry as well as develop their skills and understanding for designing as per current trends. So, I am expressing here the academic approach of the advertising campaign. Also, the method of planning and designing the advertising campaign as a classroom project for undergraduate level from planning an assignment to execution of the final outcome. Here follows the assignment plan for the same:

### **Planning of an Assignment**

**Subject : Communication Design (Promotional Advertising Campaign)**

#### **Course Objective**

- Main aim of the course is to help students understand design and industry needs.
- To promote any challenging mission to establish a brand, which is done through part one.
- To analyze and understand any given brand / product/ service for its promotion / repositioning / brand establishment.

#### **Course content**

- Introduction and discussion to understand idea behind the campaign.
- Why particular brand – their understanding
- Research for Selecting topic or brand.
- Selection of topic or brand
- Research for selected topic or brand
- Mind map for Campaign Planning
- Mind Map for Concept and Idea finalization according to demographics and psychographics of targeted consumer and user
- Visual Map, Mood Board, Colour palette
- Media planning, Study of New & emerging Media.
- Copy Platform, Typography, Layout as per media selection

- Final Execution

### Methodology

- Introduction of whole process through PPT
- Discussion and presentation
- Showcase some previous portfolios.
- Review of work on net i.e., Behance, Pintrest, etc.
- Sharing of different links, books, websites, films etc.
- One to one discussion on various aspects and stages of campaign
- One to one correction on every step of campaign

### Assignment details

- **Research and process**
- Selection of topic or brand
- Research for selected topic or brand
  - Mind map for Campaign Planning, Media planning
  - Visual Map, Mood Board
  - Copy Platform, Colour palette, Typography, Layout
- **3 major and 3 minor medias**
  - Thought process, media selection, justification, Final Execution

### Student's projects mentored by us

#### Project – 1

**Portfolio link - <https://www.behance.net/sharwarisapar>**

**Topic: Audible, Spoken Audio App**

**Research and Planning of the topic:**



<p><b>Research and Planning :</b>  <b>Audible</b> is a leading seller and producer of spoken audio content on the Internet.  <b>Content:</b> digital audio books, radio and TV programs, audio versions of magazines and newspapers.  <b>Launch:</b> Debut in India on 13<sup>th</sup> November, 2018.  <b>Catalogue:</b> 200,000 global titles and 400 Indian classic and contemporary titles.  <b>Language:</b> English language and is soon expected to release regional titles.</p>	<p><b>Mother brand</b>                      Amazon.com, Inc. is known as the <b>largest Internet retail company</b> in the world. Amazon acquired Audible in <b>2008 for \$300 million in cash.</b>                      The deal closed in March 2008 and <b>Audible became a subsidiary of Amazon.</b></p> <p><b>Global presence of the brand - US, GERMANY, UK, FRANCE, AUSTRALIA, JAPAN, ITALY, CANADA, INDIA</b></p>
<p><b>USP</b></p>	<p><b>Offerings</b></p>

<p><b>Free trials</b> - 30 day free trial and 90 days for prime members</p> <p><b>World-class narrations</b> - Great books narrated by great performers. With over 200,000 audio books, you are sure to find the perfect listen.</p> <p><b>An Amazon company</b> - Audible is a trusted Amazon company with millions of users globally so you can count on privacy, security and satisfaction.</p>	<p><b>Categories:</b> fiction, sci-fi, fantasy, romance, mysteries, young adult, spirituality, biographies, business, and self-development among others.</p> <p><b>First time listeners:</b> In a bid to improve discovery, the service also offers curated lists like 'Great First Listens' apart from the traditional best sellers and new releases section.</p> <p><b>Audible Originals section:</b> that offers audio books, podcasts and radio dramas created by prominent storytellers exclusively for the service and produced by Audible Studios.</p>
<p><b>Other specifications</b></p> <p><b>Subscription:</b> 30 day trial for all users and a 90 day trial for Prime members, following which the service will be available for a recurring payment of Rs 199 per month.</p> <p><b>Standalone price:</b> 1 month for Rs 299, 6 months for Rs 1,345, 12 months for Rs 2,332</p> <p><b>Credit:</b> 1 credit a month. Users can roll over up to five credits to the next month.</p> <p>Audible noted that members will get to keep all the purchased audio books in their Audible library, even if they cancel the membership. You can listen to your audio books on Windows Phone, iOS and Android devices, Windows and macOS machines, and any device with Amazon Alexa.</p>	<p><b>Current market status</b></p> <p><b>Introductory stage:</b> Though Audible is a very established company in the globally, it is at an introductory stage in the Indian market.</p> <p><b>Less awareness:</b> Indian market is comparatively very new to the digital audio content.</p> <p><b>Competitors:</b> Storytel and Google Play Books recent launch in India, there is no established brand in this sector.</p> <p><b>Opportunities:</b> There is a vast scope of opportunities to explore and capture the market.</p>

## Competitors

<p><b>Storytel</b></p> <p>Storytel is a digital subscription service that streams audio books for your mobile phone. You download an app for your mobile (iPhone and Android) and create a subscription.</p> <p>Storytel was founded in 2005.</p> <p><b>Launch:</b> November 2017</p> <p><b>Offering:</b> Audio books and eBooks (series, short stories and poems)</p> <p><b>Price:</b> 14 days free trial and 299 later per month.</p> <p><b>Languages:</b> English, Hindi, Marathi (planning to introduce other regional languages.)</p>	<p><b>Google Play Books</b></p> <p>Last year, Google announced the launch of audio books on the Google Play.</p> <p><b>Launch:</b> January 2018</p> <p><b>Offering:</b> eBooks, textbooks, comic books, and – eventually – audio books.</p> <p><b>Price:</b> No subscription-based service. Listen to a preview and pay for individual book.</p> <p><b>Languages:</b> Audio books on Google Play store is available in 9 different languages across 45 countries worldwide.</p> <p><b>Features:</b> It works according to what you instruct Google Assistant to do. You can just say, "Ok Google, stop playing in 20 minutes" and it will follow the same – basically you</p>
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<b>Features:</b> Changing audio speed option Setting a sleep timer	can set a timer for the reading. Alongside narrating the book for you, audio books also reveal information about the author – to get that, all you need to say is -- "Ok Google, who is the author?"
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### Indian Market condition for audio books

**Favorable market conditions-** Country's growing economy. Traffic snarls which offer an opportunity for audio books while driving. India has a tradition to listening to stories. So the culture already exists. Eyeing people already streaming other services like Netflix. Cost of high-speed data is falling rapidly. Smart phones are getting more sophisticated.

### Current promotional campaigns of audio books

- **Social media influencers:** Audible India marketed itself by contacting social media influencers and putting up affiliate links for their large international audiences. We've seen many YouTube stars advertise Audible to incentivise reading to a wider demographic, portray reading as a fun activity, recommend books, offer a free credit and take home money per subscription.
- With the Indian demographic actively online, Audible's partnership program in India will necessarily mean an income source for Indian influencers, more scripted pitches, **and in your face advertising for Audible.**
- If all the advertising works here, audio books will take over. Globally, they've practically replaced e-books. **Amazon wants Audible to become a part of your routine — while driving, while commuting, waiting in line, going on a run — they are selling a lifestyle.**

### Recent campaign of audio books

- About 6 months ago, Audible launched its first kind of promotional video on YouTube.
- The video focused on its feature with a promotional line- '**Listen Anywhere, Anytime**'
- The video **didn't garner much response and the concept was not promoted on different mediums.**

### Objective of the campaign

#### Create awareness

- Audible, though having a strong presence globally, the concept of audio books is **very new in India.**
- It needs **a strong campaign to introduce itself** to the Indian market.
- At this stage of launch, the campaign should **focus on introducing the concept of digital audio content** by highlighting the features of the app.
- This should be done by **exploring different kinds of medias** to aggressively reach out to its target audience, since its prime competitors are already launched in India.

### The Challenge

To help Audible India **raise brand awareness and connect with its target audience** of book lovers, avid readers and non-readers **to get them listening to audio books for the first time.**

### Identifying prospective Customers



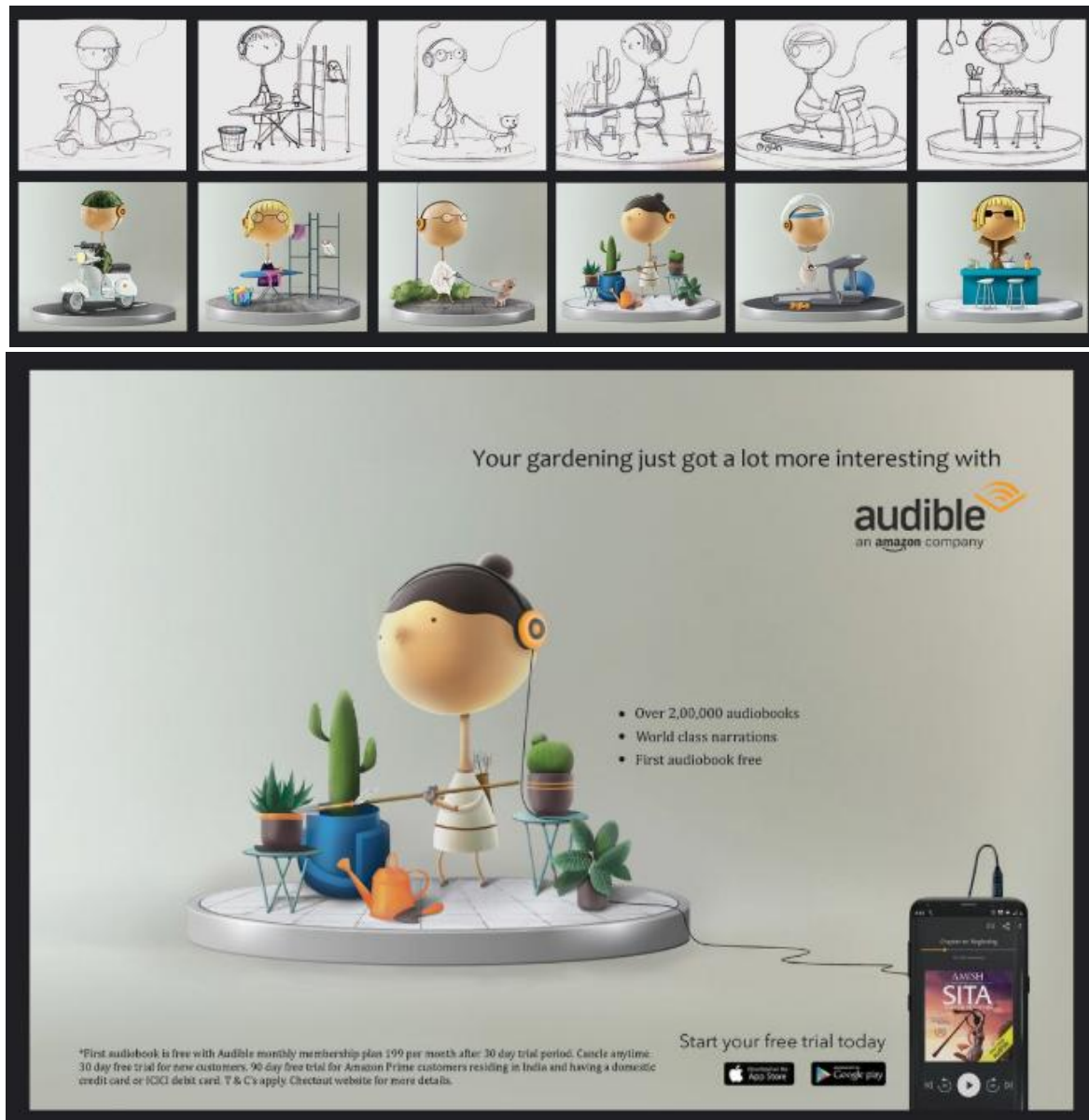
- **Online payment users:** Audible India's target consumers are people who have access to the internet and have financial tools such as credit cards and debit cards.
- **Age:** It will target younger audience whose age is less than 40 years.
- **Why:** This age group may be busy with work and cannot afford time to sit back and read a book. Hence, can use the service while commute or doing some other work.
- **Language:** It will target the English-speaking audience in India.
- **Prime target audience:** The service will also target teens and young adults as they are the largest media audience that is always connected to their phones and devices.

#### Target audience

<p><b>Demographics</b></p> <ul style="list-style-type: none"> <li>• <b>Age :</b> 16-40 years</li> <li>• <b>Gender :</b> Not gender specific</li> <li>• <b>Area :</b> Urban area</li> <li>• <b>Occupation :</b> students, professionals, house makers</li> <li>• <b>Social status :</b> Middle and upper class</li> <li>• <b>Life cycle stage :</b> Single, Married- with kids/without kids</li> <li>• <b>Literacy status :</b> well educated</li> </ul>	<p><b>Psychographics</b></p> <ul style="list-style-type: none"> <li>• <b>Personality :</b> easy going, determined, ambitious, multi tasker, explorer (adventurous)</li> <li>• <b>Values :</b> optimistic, cost effective, convenience</li> <li>• <b>Interests :</b> Avid reader, travelling, art and craft enthusiast, literature , technology enthusiast, online streaming, social media, movies/T.V shows</li> <li>• <b>Activities :</b> long commuters, household work, exercise, trekking</li> <li>• <b>Lifestyle :</b> busy, stressful, device oriented</li> </ul>
<p><b>SWOT Analysis</b></p> <p><b>Strengths:</b> Largest collection of books, Huge parent company, Innovative content, Cheap subscription plans</p> <p><b>Opportunities:</b> Few and new competitors, Associating digital audio content with the brand</p> <p><b>Threats:</b> Growing streaming media availability</p> <p>Competitors outside the actual market i.e. streaming radio, digital video content.</p> <p><b>Weaknes :</b> Very low consumer awareness, Not a strong advertising presence, New market</p>	<p><b>Media Selection</b></p> <p>Considering the nature of the brand, it is important to target the people when they are bored or have some free time.</p> <p><b>Posters:</b> Bus stops, subways, cabs, airports, gyms.</p> <p><b>Newspaper:</b> Sunday times newspaper ads</p> <p><b>Radio:</b> On apps like Gaana, Spotify and traditional radio.</p> <p><b>Kiosks:</b> In malls/stores for educating or giving them an experience.</p> <p><b>Social media:</b> increasing people interaction e.g. MY FIRST STORY by mom/dad/grandparents</p> <p><b>Merchandise:</b> Audible.com branded headphones given away on flights.</p>

#### Sketches and Scribbles and Final Campaign Designs





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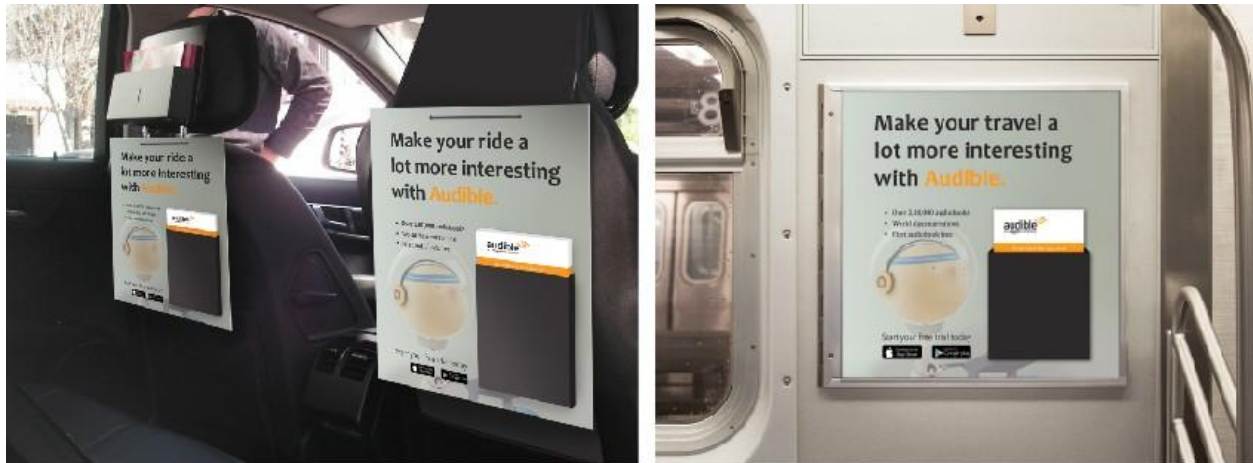


An ad in Sunday newspaper will help the Audible campaign, a relatively new brand for Indian audience, since people can have some time to get to know more about the brand and what it offers. Since indoor billboards seek consumer's undivided attention, it makes sure the message of the campaign is remembered. This is essential for a brand like Audible which is in an introductory stage in India.

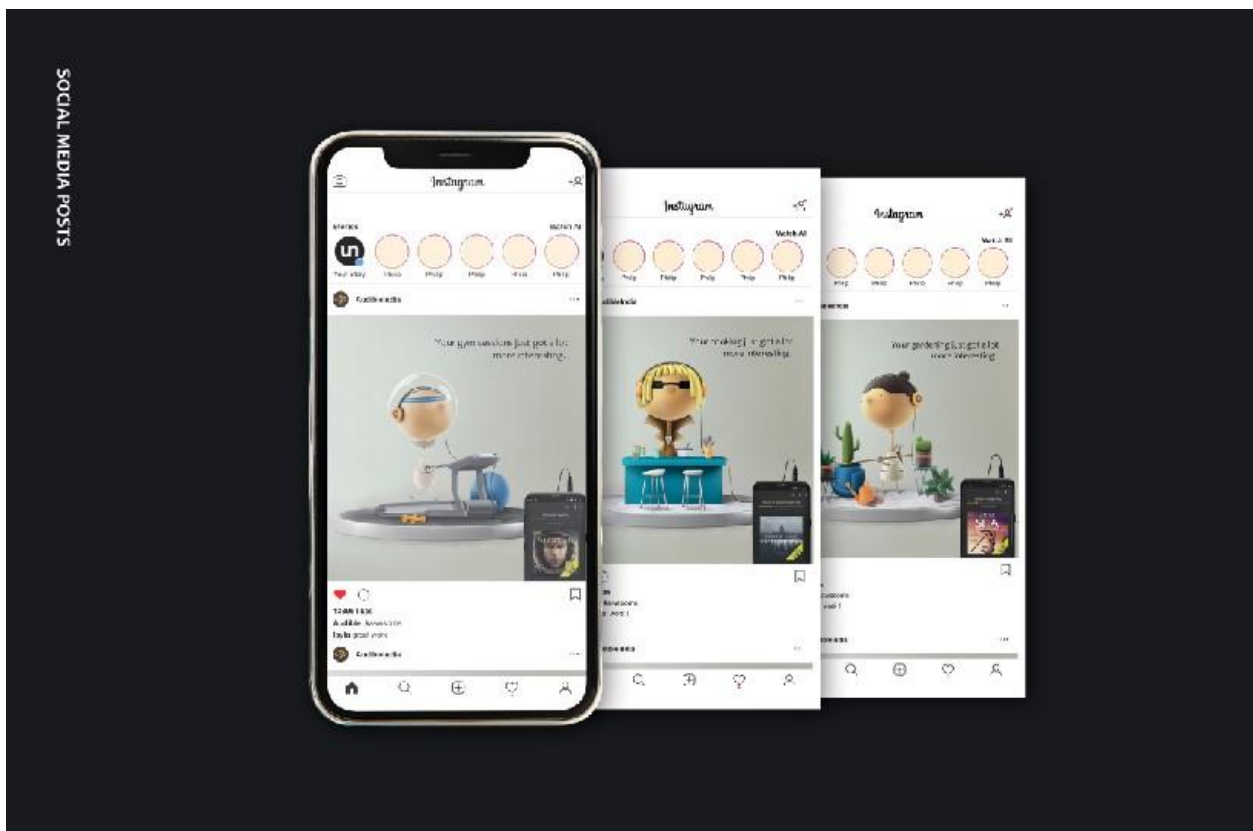


A kiosk design in malls/airports where people can spare some time, where they can have a live experience of what Audible is all about. It can be a very engaging experience.





Since the campaign is targeting busy people with less of free time, medias like Cab ads and metro ads can very beneficial. It demands attention and force them to engage with the ad. The informative pamphlets along with the poster gives details about the app and its contents.



## Project - 2

### Godrej Locking Systems



#### **Research and Planning about the topic :**

<p><b>About</b></p> <ol style="list-style-type: none"> <li>1. Godrej, the name etched in metal, secure almost every door in India.</li> <li>2. Since its inception by Ardeshir Godrej, the name Godrej has become synonymous with trust, protection and integrity.</li> <li>3. With exports of Godrej Locking Solutions and Systems spanning across various countries, the brand has come a long way in delivering world class locking solutions.</li> </ol>	<p><b>Basic Facts about Godrej</b></p> <ol style="list-style-type: none"> <li>1. The New Godrej Logo was launched on 17th April 2008.</li> <li>2. This Logo is the Visual Representation of 'Brighter Living'.</li> <li>3. The Change in the Logo symbolises Godrej's new corporate identity and the refurbishment of its master brand.</li> <li>4. The main aim is to consolidate Godrej's Presence in various business areas.</li> <li>5. The new logo retains the original font for reasons of continuity and empathy.</li> </ol>
<p><b>History</b></p> <p>The Godrej story began in 1897 with the manufacture of Locks. Since then, Godrej Locking Solutions and Systems has set several benchmarks in the locks industry from the first spring less lock in 1907 to the iconic 'NavTal' in 1954 to the ultra range in 1995 to the revolutionary 3KS in 2007. From a state-of-the-art manufacturing facility in a suburb of Mumbai, Godrej Locking Solutions and Systems provides locking solutions that reach homes, offices, industries and the hearts of millions of people in India and around the world for whom 'locks' means Godrej.</p> <p><b>Range of Products</b></p> <ol style="list-style-type: none"> <li>1. Main Door Locks</li> <li>2. Shutter and Grill Door Locks</li> <li>3. Bathroom Door Locks</li> <li>4. Baggage Locks</li> </ol>	<p><b>Why Godrej Locks?</b></p> <ol style="list-style-type: none"> <li>1. Godrej is not just a brand, Its a symbol of trust.</li> <li>2. Throughout all these years, Godrej has had a tremendous response from the people.</li> <li>3. Godrej has seen its own highs and lows throughout this process of establishing their name in the industry.</li> <li>4. Godrej is one such company where values like Integrity, Trust and Respect are their corner stones.</li> <li>5. Godrej is an integral part of people's lives, enriching it in ways that are more than imaginable.</li> <li>6. As there are less creative ads for the brand, it will be a fun experience working for a brand that is all about protection.</li> <li>7. Robbers are the kind of uninvited guests that we hate, hence, illustrating different scenarios for the same will be a challenging experience for me.</li> </ol>

#### **Characteristics of Product**

1. Godrej Locks are one of a kind with features that makes it unbreakable or strong even in most uncertain conditions.

2. Often we presume that the main purpose for getting a lock installed whether on the front door or the interior doors, is to allow us to not worry about our belongings being stolen while we sleep or when we're away from the building. However, as any locksmiths will tell you a lock actually serves many more purposes than this, and it is precisely because they are so crucial that we often take some of their purposes for granted.

3. For instance a lock not only provides security for our belongings but also for ourselves this way ensuring that no one can damage us financially or physically. This is far more important than the loss of earnings or belongings and means that when we go to sleep at night, we can feel safe that no one will break into the house and pose a threat to us. Often murders start as robberies gone wrong, so a locksmith and a good lock can prevent a whole range of crimes.

### **USP's of the Product**

1. High precision levers for extra toughness. 2. A durable, corrosion-resistant brass lock for all your indoor or outdoor uses, including your luggage or your home. 3. Rust resistant, giving you peace of mind for years. 4. A solid brass body gives it extra strength and durability. 5. Non-Duplication of the Key, hence less robbery. 6. Value for Money because the lock can be used by Generations. 7. 12 months' warranty from the date of purchase. 8. Lock cannot be opened by any foreign material like a pin or so.

**Strengths** - 1. Strong Brand Name, 2. Quality 3. Good Name among customers. 4. Great Service 5. Long Lasting and trustworthy products. 6. Innovative aspects 7. Affordable Locks 8. No Key Duplication without original Key.

**Weakness** - 1. Stiff Competition affects market share. 2. Cost of Product 3. Lack of Scale 4. No duplication of key.

**Opportunities** - 1. Due to Rapidly growing rural market, Godrej locks can venture into international market. 2. The Quality of locks can be improved. 3. Can venture out into international market.

**Threats** - 1. Intense competition from recognised companies, 2. Competition from unbranded products 3. Competition from products of lesser costs but low quality.

### **Consumer Study**

<b><u>Demographics</u></b>	<b><u>Psychographics</u></b>
1. Gender- Male and Female 2. Age- Age groups for 19 to 40 3. Class- Lower Class, Middle and Upper Middle Class 4. Geographical Area- Urban and Rural Areas	1. Human Tendency- Trust, Years of usage, Belief. 2. Affordability Tendency- 3. Different Appeals- Fear, Trust, Peace of Mind, 4. Purchase Behaviour- Locks are one such thing that people tend to buy once in a long span of time. Hence they choose what is the best. Necessity can be an aspect that people think over.

### **Brainstorming and Ideation**





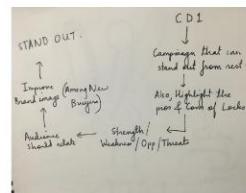
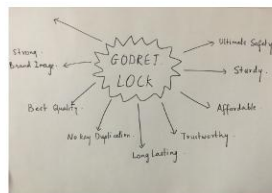
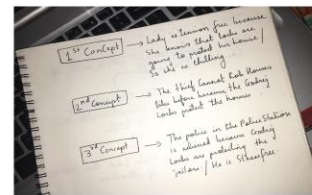
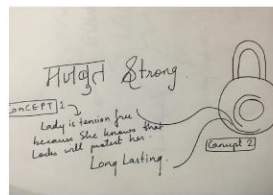
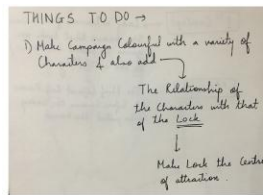
Godrej is a brand which doesn't need any further introduction as this brand is already well established in the market.

Though this brand is established, No proper advertisement of this brand is found.

To give this brand a fresh new look to attract a larger set of audience, also to get through international markets, this campaign is made.

The idea behind my design is to design various characters and show their relationship with Godrej Locks.

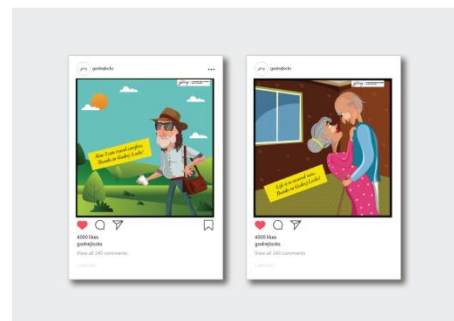
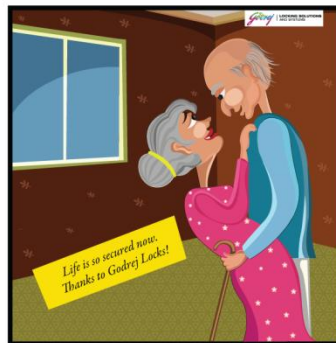
## Rough Scribbles



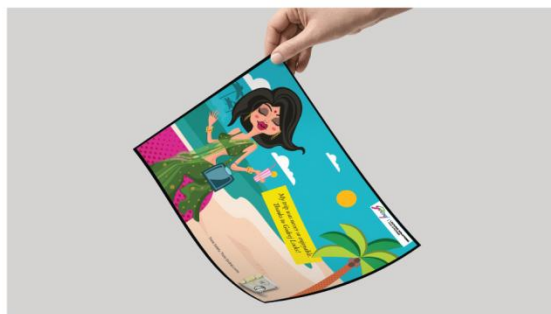
## Final Campaign Layouts



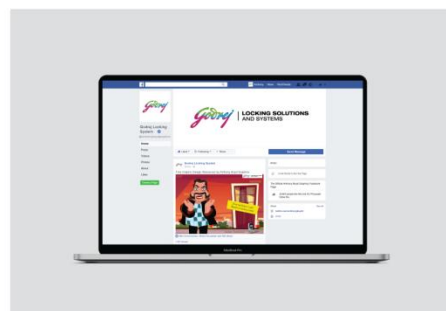
Instagram Ad



Instagram Ads



Flyer

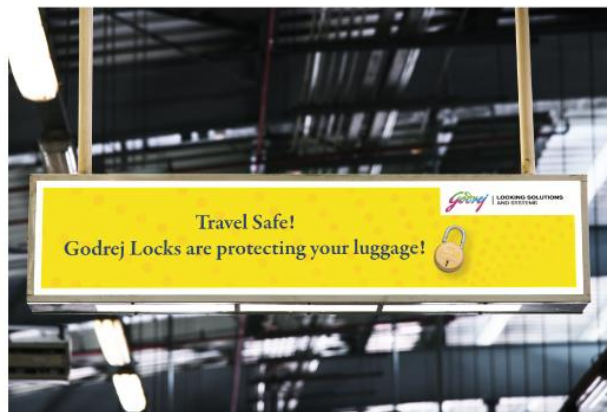


Facebook Ad



Banners/ Billboards

A fun tagline campaign is done for our daily essential items, just to give a subtle reminder "Godrej Locks are here for you." Godrej Locks are here to stay and are a major part of our lives.



## Conclusion

We can state following points as conclusion that - Advertising campaigns are the groups of advertising messages which are similar in nature. They share same messages and themes placed in different types of medias at some fixed times. The time frames of advertising campaigns are fixed and specifically defined.

The very prime thing before making an ad campaign is to know- Why you are advertising and what are you advertising?

Why refers to the objective of advertising campaign. The objective of an advertising campaign is to Inform people about your product, convince them to buy the product, Make your product available to the customers.

An Overview on the process of Designing and Planning an advertising campaign is as follows:

- **Research:** first step is to do a market research for the product to be advertised. One needs to find out the product demand, competitors, etc.
- **Know the target audience:** one need to know who are going to buy the product and who should be targeted.
- **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.
- **Deciding a proper theme:** the theme for the campaign has to be decided as in the colors 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, the way the message will be delivered, the language to be used, jingles, etc.
- **Selection of media:** the media or number of Medias selected should be the one which will reach the target customers.
- **Media scheduling:** the scheduling has to be done accurately so that the ad will be visible or be read or be audible to the targeted customers at the right time.
- **Executing the campaign:** finally, the campaign has to be executed and then the feedback has to be noted.

If we see Designing and Planning an Advertising campaign in academic angle, we realize that the syllabus needs revision in terms of preparing the student for the professional scenario with relevance to practical needs and requirements. Technical advancement is the key to a substantial teaching system in today's world and thus a great responsibility lies on the art curriculum to prepare students to uplift to meet global standards and align seamlessly to changing trends.

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