



# *The Effect of Graphic Design on Advertising*



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Advertising is a way of communication to encourage an audience for making purchase decision about a product or service and conveying information to viewers. It is considered as a vital and essential element for the economic growth of the marketers and businesses. Advertising is usually a paid form of exposure or promotion by some sponsor that reaches through various traditional media such as television, newspaper, commercial radio advertisement, magazine mail, outdoor advertising or modern media such as blogs, websites and text messages. Marketers have always adapted to changing business demands when it comes to creating new advertisements. The use of advertisements has significantly increased in the 20th Century as industrialization expanded the supply of manufactured products. However, not many businesses practiced advertising at the time. During the late 80s advertisements were fairly limited to television, radio, billboards and newspapers. In the modern times, businesses are leaning towards Digital Advertising. Companies are so focused in social media and mobile advertisements that they may take over Television advertisement very soon. Most large local and multinational giant companies are now practicing digital marketing in full swing.

Advertising research is a specialized form of market research which aims to discover which ads will be most effective with the existing and potential customer base. It does this both through detailed research before a campaign and by analyzing the success of the campaign. Good research can play an important role in this it can be very helpful or an enormous hindrance, as advertisers are realizing more and more. Top-down delivered marketing is not considered realistic by many in the industry. With this new realization comes new terms.

One is the idea of account planning as a substitute for the traditional research efforts of an agency. There has been a very recent, but very significant turn in thinking about research and its role in advertising, promotion, and brand management. There has also been a very recent but strong recognition that

advertising is really about chasing cool.

The major aim of advertising is to impact on buying behavior. However, this impact about brand is changed or strengthened frequently through people's memories. Memories about the brand are formed by associations that are related to brand name in consumer mind. These brands continuously influence consideration, evaluation and finally purchases. Consumers buying behavior has always been given so much importance and space in the literature study of impact of advertising regarding its effectiveness. Most of the time consumers buying behavior depends on liking or disliking of consumer towards the advertisement of the product advertised. A good quality advertisement is likely to influence consumers into buying that product while a poor quality advertisement will do the opposite. The consumers selected may be asked either to evaluate an advertisement or rate two or more advertisements. Each respondent is asked to express his preference for each advertisement. The most common method is to insert a questionnaire in the advertisement and request the readers to indicate their preferences. Copywriters test their creations on consumers. There are several common types of television techniques and advertisements used by producers. The first is the straight announcement, which consists primarily of someone looking at the camera and delivering a sales talk. Demonstration is important in TV because viewers are interested in what the product will do for them. A testimonial by a famous person can draw attention to a product or idea. Testimonial commercials work best when the celebrity has credibility as a source. In a dramatized commercial, the point is presented through a story that can be told very briefly. Dialogue is a commercial in which two or more people are talking. The basic advantage of the dialogue is its ability to involve the viewer and encourage them to participate in the dialogue. The biggest advantage of television advertising, if used wisely, is the unbelievable impact on viewers. It is basically almost the same as a door-to-door sales staff that can make visits at a very inexpensive rate. And when



the person presenting the sales pitch is a popular personality, the advertising can be extremely effective. Another benefit of TV advertising is that it impacts a large number of persons not reach by print media. If a person doesn't want to read a newspaper or magazine to find out what's going on, they will more than likely turn on the evening news. Constant repetitions of a sales message helps make people feel that they know the product, whether or not they like it. Television makes it possible to repeat a message as often as an advertiser can afford. Commercials are extremely flexible and allow advertisers to demonstrate their product, create a mood, make a blockbusting announcement about the product, or try it out in certain areas. Advertisers can usually find some combination of TV presentations that will communicate the desired impression.

Television advertising also involves several unique problems. Advertising messages on TV come and go quickly. If people have their sets on, but are not watching or listening, they cannot return later. And when commercials are bunched together, a viewer might use the time to get a snack or see what else is on. Although some network shows reach viewers for a surprisingly low cost, certain minimum cost considerations can price the medium-sized advertiser out of the television field. Newspapers and other printed information carry a stamp of authenticity that television broadcasts don't have. People tend to believe something more if they actually see it in print. Another disadvantage is that mass coverage creates the lack of selectivity for the audience. It is difficult to determine exactly the viewing audience and there by choosing which commercials to air at certain times. Some newspaper advertisers invite consumers their office and invite their reaction to the advertising copy or copies of magazines are sent to some consumers to find out their reactions. The reactions of consumers are evaluated and any inconsistency in advertising is removed. The major advantage is that they separate out the weak advertisements from the strong at a low cost and high speed. The actual consumers may suggest improvements and modifications. Only conscious ratings are evaluated. Reply to the questions in a very conscious manner may not give a correct impression of advertisements. Entertainment has been one of the primary criteria for creating an advertisement. Entertainment is used as a tool to gain attention of customers. An interesting and entertaining ad is more likely to be remembered by consumers rather than a boring one. Therefore, it can be said that entertainment increases the effectiveness of advertising. That is why many companies are investing a lot of money to make advertisements that are humorous. Advertisements generally have influence on how we perceive things around us. Through various types of

advertisements, especially TVCs portray how a user of a certain product is or should be. It sometimes shows the social class the user of a product belong to, their lifestyle and attitudes. In cases of beauty product this concept is highly applicable. In a research conducted in 2009 it was observed that one of most influential ideas spread by the media is society's perception of beauty and attractiveness. The thin beautiful woman and the handsome muscular men are seen everywhere. And as the influence of media increases, the pressure to hold on to these ideals increases. The mass media is the most powerful way to spread these images that represent socio cultural ideals. Advertising promote social messages and life style by illustrating the position of ideal consumer and stimulates consumer's willingness to purchase.

Although use of humor in advertisements can be risky at times as a large number of people may not be entertained by the same concept. It may even offend consumers and drive them away. However, entertaining advertisements do not necessarily mean humorous ads. Thrilling, full of suspense advertisements can also be counted as entertaining. One of the biggest examples of all time is the Apple super bowl commercial "1984". It left people awestruck and it was immediately able to get attention of people. It was very effective in terms of spreading news about a new era of computers. It also had a huge part in generating sales for the company. Most people see advertising as commercial detritus that gets in the way of the things we really want to read, listen to and watch. But when a piece of "branded content" wins an Emmy, or has its debut at the Sundance Film Festival, it blurs the lines between ads and entertainment. The idea that we could just buy consumers' time is no longer a possibility. We have to make them want to spend time listening to what we have to say. That's what entertainers do. You can buy the time that a digital publisher or a TV station thinks it's going to have in front of the consumer. What you cannot buy is, actually, the time. Whether people are going to block the ad, or skip it, or not, is totally up to them. There are things with hundreds of millions of views on YouTube that everyone knows are an ad, and they still watch it. Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Online ads are delivered by an ad server. Examples of online advertising include contextual ads that appear on search engine results pages, banner ads, in text ads, Rich Media Ads, social network advertising, online classified advertising, advertising network sand e-mail marketing, including e-mail spam. Once the client hires the advertising agency, together they work out a marketing plan that includes advertising. The client typically provides detailed information about the product and its consumers. This



information gives the agency a “heads up” by helping it to understand the history of the brand, the client's claims about its benefits to consumers, and sales history of the brand as well as the client's further aspirations for the brand. These further aspirations will likely include attracting new consumers as well as maintaining the loyalty of present ones. Online graphic online graphic At this point the advertising agency takes over the research process while continually consulting and informing the client company. The research conducted at this phase is likely to include some or all of the following: focus groups, demographic profiles of consumers, psychographic profiles of consumers, ethnographic studies, and input by persons working within the agency whose job it is to represent consumers.

Advertising research is better defined by history and practice than anything else. Research comes into the advertising process at several points. Early in the process, it is sometimes used to help a marketer determine which segment of the market to target. Throughout, research plays a role in helping the creative understand their audience members. Later, it is sometimes used to make go/no go decision, to estimate the effect of an ad campaign, and to evaluate the performance of an ad agency. Unfortunately, it is also commonly misused.

The aim of advertising research is to understand your customers and their motivations better so that you can produce better ads that demonstrate why your product meets their needs. Once you have an understanding of the people you are targeting, an analysis of the campaign will tell you how successful the campaign was, and help you to iterate your campaigns to continuously improve results.

