

Advertisement and Public Relations Questions & Answers

Question 1. What Is Advertising?

Answer :

Advertising is defined as a paid form of communication that reaches the target audience through mass media to provide product/service and brand-related information.

Question 2. How Would You Design And Promote An Advertising Campaign?

Answer :

An advertisement campaign must comprise of the following:

- A solid marketing plan
- Advertising budget
- Media buying and planning
- Choosing the right target audience
- Selection of relevant advertising medium
- Consistency in campaign theme and
- Frequency.

Question 3. What Are The Various Media Available For Advertising Today? Which Of Them Is Most Successful In Your Opinion And Why?

Answer :

- Media Advertising (TV, radio, newspapers, magazines)
- Direct Response Advertising
- Interactive (on-line) Advertising & Web Sites
- Outdoor Advertising (billboards, posters, cinema)
- Point-of-Purchase Advertising
- Trade Promotions
- Consumer Promotions
- Sponsorship of Event Marketing
- Publicity or Public Relations
- Media Advertising (TV, radio, newspaper, magazines)

- Trade Journal Advertising
- Interactive (on-line) Advertising & Web Sites
- Directories
- Direct Mail
- Brochures & Sales Literature
- Audio-Visual Presentation Tapes
- Giveaways
- Sponsorship or Event Marketing
- Exhibitions, Trade Shows, Conventions
- Publicity or Public Relations.

Question 4. What Are The Various Ways To Measure The Effectiveness Of An Advertising Campaign?

Answer :

The main purpose of measuring the effectiveness of any advertising campaigns is to evaluate its effect on the sales and also brand recall factor. The mathematical equation for measuring the effectiveness of an advertising campaign is:

- Advertising campaign effectiveness = Revenue + Return on investment (ROI)
- There are various ways to measure the effectiveness of advertising campaigns:
 1. Conducting a survey after the campaign ends
 2. The proportionate increase in the sales of that particular product/service
 3. More customers calling to a toll-free and prescribed lines
 4. Redemption of coupons and vouchers
 5. Increased footfalls in the store to purchase product/service
 6. Increased click on the company's website.

Question 5. What Qualities Does A Person Need To Be Successful In The Field Of Advertising?

Answer :

The following are the qualities required to be successful in the field of advertising:

- Creativity

- Strategic focus
- Knowledge and expertise in the field of advertising
- Holding a relevant qualification in the field of advertising
- Market research orientation
- People skills etc.

Question 6. How Would You Choose The Best Media To Promote Your Advertisement?

Answer :

It depends on the following factors:

- Reach
- Geographical spread
- Nature of target audience/clusters
- Previous successful track records
- Low budget; high returns etc.

Question 7. How Effective Is Online Advertising? Which Type Of Products Should Be Advertised Online?

Answer :

Today, the internet plays a pivotal role in both B2B and B2C space. Internet advertising helps the company to reach a large target audience in a small budget and also is easily measurable. It's highly effective in creating and increasing brand awareness on a whole for any product/service. The following are the various ways to measure the effectiveness of online advertising:

Online

- Downloading of brochures/contact forms
- Completing a transaction on the Shopping cart section of the website
- Subscription to newsletter/webinars
- Online inquiry about the product/service through the company's email address
- Google analytics
- Web analytics.

Question 8. What Factors Would You Consider To Decide The Target Audience Of Your Ad?

Answer :

The following are the factors to be considered before deciding on the target audience for any advertisements:

- Age
- Working class(professionals)
- Non – working class(Retired/Homemakers)
- Socioeconomic status
- Region-specific
- Religion/community etc.

Question 9. Explain A.) Deceptive Ad B.) Unfair Ad?

Answer :

Deceptive Ad

Deceptive advertising is also known as “False Advertising”. It is one form of advertising that will equip consumers with false and misleading information.

Unfair Ad

Unfair advertising is very dangerous to consumers that involve legal binding. When there is an occurrence of public policy and consumer rights violation in an advertising message, then it is coined as “Unfair advertising”.

Question 10. What Would You Do If You Run Out Of Ideas For A New Ad?

Answer :

I would do the following if I run out of ideas for a new ad:

- Word of mouth marketing
- Direct marketing
- Public opinions survey
- Trade show/exhibition promotion etc.