

Revision Notes
Chapter – 7
Understanding Advertising

- Advertisements draw our attention to various products, describing them positively so that we become interested in buying them.
- Advertising creates a place in the hearts and minds of people and makes them aware of the brands in the marketplace.

Building Brands and Brand Values:

(i) Advertising is all about building brands. At a very basic level, branding means stamping a product with a particular name or sign.

(ii) For example, there are many soaps but every company will have to give the soap a different name. By doing this, they create a brand of soap. This exercise helps consumers choose a brand appropriately and consciously.

(iii) Through advertisements, the company uses visuals and images to create a brand value for their product such that the products may create an impression in customer's mind.

• Brand Values and Social Works:

(i) Advertisements play an important role in our social and cultural life.

(ii) Branded products are costly but companies link them to style, design, etc. such that people tend to buy them.

(iii) Advertisements appeal to personal emotions of people which induce people to buy the products.

(iv) Values such as treating our guests well and making sure our children get nutritious food are used by some brands to create brand values. These brand values are conveyed through the use of visuals and words to give us an overall image that appeals to us.

• How does an Advertisement get made?

(i) Advertising plays an important role in making a brand name.

(ii) Advertising is normally made by advertising agencies which help in devising a marketing strategy. The marketing strategy is devised by understanding the demographics and customer needs and desires.

(iii) Campaigning is done carefully by the companies to promote their products.

(iv) The use of apt visuals, text, color, and tone helps consumers select the appropriate brands. These tools create a recall value in consumers' minds.

• **Advertising and Democracy:**

(i) Advertising a product costs a lot of money.

(ii) It makes us believe that things that are packaged and have a brand name are far better than things that do not come in packets. Because there are so many advertisements in the market today, companies have to show the advertisement again and again to have it stick in people's minds. Hence, only large companies can advertise. So, persons who sell papad, pickles, sweets and jams that they have made at home are not considered as fashionable as brand products.

(iii) We forget that the quality of a product has little to do with the packaging that it comes in. This shift to packaged products negatively affects the sales of several small businesses forcing people out of their livelihoods.

(iv) The poor should not be made to feel that they cannot buy certain products. They should not be made left out from the consumer space.

(v) Advertising by focusing on the lives of the rich and famous helps us forget about issues of poverty, discrimination and dignity, all of which are central to the functioning of equality in a democracy.

(vi) As citizens of a democratic society, it is important for us to be aware of the strong influence that advertising has on our lives. By critically understanding what advertisements do, we can make better decisions about whether we wish to buy a product or not.