

# Advertising Campaign



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— *“An advertising campaign consists of an analysis of the marketing and communication situations in order to make sound strategic decisions that can be carried out by designing a series of advertisements and commercials and placing them in the various advertising media.”*

# Types of Advertising Campaign

## 1 | Local Campaign

This category includes the campaign which is run in the nearby proximity and for local brand. For example: Any local brand of Chandigarh

## 2 | National Campaign

This category includes the campaign run across PAN India. For example; Coke, Garner, etc.

## 3 | International or Global Campaign

This category includes the campaign that are run on global level, for three four countries or some other country also.

# Essential of Advertising Campaign:

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- **Bold campaign**
  - **Strong Theme**
  - **More Innovative and Creative**
  - **More variations**
  - **Involves all media**

# Designing an Advertising Campaign



# Steps for Advertising Campaign

- Identify the problem
  - Budget
  - Pre-testing
  - Target Audience
  - Media Selection
  - The language
  - The visual and copy
  - Timing and duration
  - Post testing
  - Effect on Sales
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## Example 1: Zoo Zoo Campaign

<https://youtu.be/efRNKkmWdc0>

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# Example 2: Coca Cola

[https://youtu.be/XhM  
VWzVXNNk](https://youtu.be/XhMVWzVXNNk)

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# Advantages of an Ad campaign

- **Leaves more impact**
- **Not monotonous, maintains freshness**
- **Hits targets audience**
- **Highlights behavioral pattern of consumers**
- **Direct contact**
- **Emphasis different features of company**

# Advantages of an Ad campaign

- Different messages
  - Covers large variety of target audience
  - Establishing of brand image and positioning
  - Motivate people to think in particular way
  - repetition provide reminders for ads
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- Helpful in attaining objective

Thank You

