

## *AIDA Marketing Communication Model: Stimulating a purchase decision in the minds of the consumers through a linear progression of steps*

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### **ABSTRACT:**

An advertisement would be effective only if the media audience accepts that message and is motivated to take the requisite action. The mission of an advertisement is to attract a reader, so that he will look at the advertisement and start to read it; which will then interest him, so that he will continue to read it; then to persuade him, so that when he has read it he will believe it. If an advertisement contains these three qualities of success, it is a successful advertisement. Television is still the most effective form of mass media vehicle and can be persuasive, provided marketers find a way to convince viewers to pay attention to them. In the era of interactive communications one might assume that the old one-way broadcast channels must be declining in effectiveness. Not only are campaigns that use TV advertising more effective, but TV is actually becoming more effective over time. Several models have been developed which have specifically identified the sequence of events, which must take place between receipt of the message and desired action. AIDA is an acronym that is used by marketers and advertisers to develop a marketing communication strategy and explains a four stage process for the sale to happen. The article talks about how AIDA can aid in creating a purchase if properly implemented through Television as an advertising media.

**Keywords:** AIDA, Television Advertising, Marketing communication, Mass media & persuasive.



AIRTEL: Targeting effectively with its Television commercial

Source: <http://economictimes.indiatimes.com/thumb.cms?msid=15502107&width=270&height=203>

The latest Airtel Internet TV advertisement with great jingle 'Jo Mera Hai, Wo Tera Hai' with its catchy music and lyrics is on every youth's mind as it has been highly successful in creating the impact the brand wanted to. Even today with changing media scenario Television still occupies being a very strong media of communication in terms of creating a powerful Brand Image. Advertising – Advertising can be explained as any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor having 3 main goals to achieve i.e. To Inform, Persuade, and Remind. The mission of an ad is to attract a reader, so that he will look at it and start to read which would then interest him, so that he will continue to read it; then to convince him, so that when he has read it he will believe it. Television advertising can be persuasive, provided marketers find a way to convince viewers to pay attention to them. The trouble is not that television advertising cannot deliver information to consumers: in fact, television ads can get fleeting attention if they contain something worth attending to. They can get notice if a product is genuinely new. They can alert consumers to offers and direct consumers to websites. But none of this will build strong brand values in the marketplace. What can, in fact, build brand values is the deployment of emotional appeal. It is this element in creativity—too long seen as nothing more than an attention-getting device—that offers the greatest hope for television advertising revenue.



### **Amitabh Bachchan creating a strong brand image: Chotu Maggi**

**Source: <http://www.afaqs.com/advertising/storyboard/index.html?id=3816>**

*Storytelling style through an ad commercial using emotional appeals by a superstar can create the desired interest in the viewers which makes them watch the full advertisement. A very good example is that of Chotu Maggi where bollywood star Mr. Amitabh Bachchan sits under a tree in a village narrating story of a village boy. Amitabh ends by saying "5 rupaye mein chotu Maggi"*

*ne kaise khushiya banai". Before he starts eating his Maggi, Amitabh says, "Agar aapke saath bhi kuch aisa hua, toh likh ke bhejiye na bhai".*

## Introduction to AIDA Model of advertising

AIDA is an acronym that describes what happens when a consumer engages with an advertisement. The term and approach are attributed to American advertising and sales pioneer, E. St. Elmo Lewis. In marketing, grabbing the attention of potential customers or clients is imperative to gaining interest in the product. Once that interest is established, a business must make potential customers or clients desire the product enough to take action, generally by purchasing the product. There's a particular way consumers react to a marketing message. Marketers can gain the attention of consumers by product samples, large visual signs and other sensory techniques. Once the marketer has the attention of the consumer, they must craft their interest through product demonstrations, information and ads. Companies must then build desire by focusing on creating a want for their specific brand, and lastly, consumer action through promotions, discounts and calling out of features or benefits. The AIDA model of advertising which stands for Attention, Interest, Desire, Action is perhaps the simplest formula you'll ever find anywhere, yet also the most powerful.

**Attention:** The first thing your ad copy needs to do is grab the viewer's attention. If you don't get the attention of your customer immediately, you've lost them for good. You achieve this with your ad commercial that has an appeal required for the brand to be promoted. There's no point in starting your ad with your logo and your name as no one cares. So your ad should immediately catch your viewer's attention and offer a clear benefit for seeing the rest of the ad. Many brands make use of highly popular celebrities in their ad commercial. In developing an advertising program, marketing managers should always start by identifying the targeted audience and its reasons to purchase a specific product or service.



TV commercial of Fanta (Category: Beverages)

Agency: *Ogilvy India*

Source: <http://www.afaqs.com/advertising/storyboard/index.html?id=3689>

**Interest:** Once you've got their attention, you need to create an interest in your product or service. We've gotten their attention« now we must focus on building their interest .Your interest



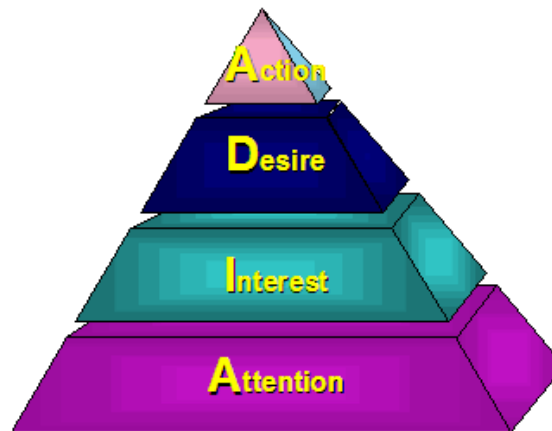
section should also use emotions to address the fact that this purchase is a good bargain, the right step, a sound decision, etc. But in addition to that, we need to let the customer know what will happen if he/she doesn't buy our product or service. To create an interest Fanta designed an animated TVC which starts with the scene of a room where a girl is seen looking bored, idling her time. A boy enters with a bottle of "Fanta" in his hand. As they take sips from the bottle, the mood changes and they start jumping with joy. The camera zooms out of the window to another house where another girl and a boy are seen sharing Fanta and jumping around. The camera then zooms out further and pans around showing the entire city having fun. Everything is seen pulsating and jumping in sync as drops of Fanta spill and bounce around.

**Desire:** There's huge difference between being interested in something and desiring it. You need to convert your viewer's interest into a strong desire for what you're offering. A television ad must create a strong motivation and generate a need for buying the product even if need is not there. This can happen only if the ad has used the correct appeal in the advertisement

**Action:** When a brand promotes its image through an ad advertisers should ensure they are able to convince their customers to make a final buy or be inquisitive to know more about the product/brand. How so ever attractive and customer focused an ad be ,if there is no strong positioning in the minds of the customer your brand will be lost among the lot and lot of efforts are then required to tell your audience how beneficial the product is for its target market. An ad will be an able to create a strong impact only if it is able to highlight the benefits its target market will get with using the product only then action towards a purchase will take place as people will always buy your product when they see the benefits attached with using it. A very good example that clearly demonstrates product usage benefit is that of Moov which is Backache Specialist and is Ideal for consumers with hectic lifestyles and are prone to recurring backaches. The specialized Ayurvedic 'Fast Pain Relief Formula' penetrates deep inside, produces warmth and helps you recover fast.

### *Using AIDA Model of advertising effectively*

- ❖ Grab the potential client's or customer's attention. Whether the advertising involves commercials, posters or billboards, the ad should be attention-grabbing. Catchy audio visuals or interesting pictures are often used.
- ❖ Arouse the potential customer's interest by using visuals that relate to him. This will require obtaining information about potential clients or consumers. Businesses can run studies, take surveys or even just ask questions to gain information about what interest's potential clients or customers, and then use these cues in advertising formats.
- ❖ Give the customer a desire for the product or service. A business should show how the product or services will benefit her. A customer should have a clear image of what the product or service will provide that she needs and wants.
- ❖ Invite the customers to purchase the product or service. Often, encouraging the customers to act quickly can make the difference between success and failure in marketing. Offering sales or discounts with time limitations is one way of making customers act quickly.



### The AIDA Model

Source: <http://www.themarketingguywhodrivessales.com/crashcourse/advtg.htm>

## LITERATURE REVIEW

TV will continue to see the greatest share of all ad dollars in the US, with its slice of ad spending holding steady around 39% through 2015. As per the FICCI-KPMG report the Media & Entertainment Industry in India is expected to reach Rs 1,457 billion by 2016. The industry achieved a growth of 12% in 2011 and is proposed to grow at a CAGR of 15 % over the next five years. The spends on leisure and entertainment are greater than the economic growth; this is a result of favourable demographics and increasing disposable incomes. According to report by FICCI-KPMG the television (TV) industry is expected to expand at a compounded annual growth rate (CAGR) of 17 per cent through 2011-16 to touch Rs 735 billion (US\$ 13 billion), which was valued at Rs 329 billion (US\$ 5.76 billion) in 2011.

In the past century, several models have been proposed for the effectiveness of advertising that have been called the effectiveness of the hierarchical models. Most of all is that the model used is the AIDA model that is presented by Elmo Lewis in about 1906. Still, after about a century, this model comes with a lot of fans (Barry & Howard, 1990). Daniel starch in 1920: advertising should be seen, be read, understood, and it has to be done. Advertising leads to people from ignorance to knowledge, perception, persuasion, creating enthusiasm purchase (action), According to this model, most of what advertising should do is to create awareness in the viewers. Effectiveness of advertising to promote the appropriate use of previous convictions Cultural and social norms is that the elements are defined. However, to access the effectiveness of each company must define goals and they plan to achieve and they assessed the efficacy of the show.

## TELEVISION AS AN ADVERTISING MEDIA

Television is often called "king" of the advertising media, since a majority of public spends more hours watching TV per day than any other medium. It combines the use of sight, color, sound

and motion...and it works. TV has proven its convincing power in influencing human behavior time and time again. But it's also the "king" of advertising costs. The Internet may grab all of the attention these days, but TV is still the media king. Television advertising offers the benefit of reaching large numbers in a single exposure. Yet because it is a mass medium capable of being seen by nearly anyone, television lacks the ability to deliver an advertisement to highly targeted customers compared to other media outlets. Television networks are attempting to improve their targeting efforts. In particular, networks operating in the pay-to-access arena, such as those with channels on cable and satellite television, are introducing more narrowly themed programming (i.e., TV shows geared to specific interest groups) designed to appeal to selective audiences. However, television remains an option that is best for products that targeted to a broad market. TV media companies have it somewhat easier than competitors that have been relying on print newspaper and magazines or radio for their revenue. The Indian Entertainment & Media as an industry is estimated to grow from INR 646.0 billion in the year 2010, at a CAGR of 13.2% for the next five years to reach INR 1198.9 billion in the year 2015. The television industry is anticipated to continue to be the major contributor to the industry revenue pie taken as a whole. With a cumulative growth of 14.5% over next five years the industry is estimated to reach INR 602.5 billion by 2015 from .INR 306.5 billion in 2010. In the year 2015 the Television advertising is projected to command a share of 42.5% which is presently having a share of 41% of the advertising industry pie.

Table 1.5: Projected growth of the Indian E&M industry in 2010-15							
INR billion	2010	2011	2012	2013	2014	2015	CAGR
Television	306.5	353.0	404.0	465.0	532.5	602.5	14.5%
<i>% change</i>		15.2	14.4	15.1	14.5	13.1	
Film	87.5	96.5	104.5	115.3	125.0	136.5	9.3%
<i>% change</i>		10.3	8.3	10.3	8.4	9.2	
Print	178.7	196.2	214.4	235.6	256.5	282.0	9.6%
<i>% change</i>		9.8	9.3	9.9	8.9	9.9	
Radio	10.8	13.5	16.5	19.0	22.0	26.0	19.2%
<i>% change</i>		25.0	22.2	15.2	15.8	18.2	
Internet advertising	7.7	10.0	12.5	15.5	19.5	24.0	25.5%
<i>% change</i>		29.9	25.0	24.0	25.8	23.1	
OOH	14.0	15.5	17.0	19.0	21.5	24.0	11.4%
<i>% change</i>		10.7	9.7	11.8	13.2	11.6	
Animation, gaming & VFX	31.3	38.6	47.8	57.7	69.4	82.6	21.4%
<i>% change</i>		23.4	23.8	20.6	20.3	19.0	
Music	9.5	11.9	13.9	16.1	18.4	21.4	17.6%
<i>% change</i>		25.0	17.5	15.6	14.2	16.0	
<b>Total</b>	<b>646.0</b>	<b>735.2</b>	<b>830.7</b>	<b>943.2</b>	<b>1064.8</b>	<b>1198.9</b>	<b>13.2%</b>
<i>% change</i>		13.8	13.0	13.5	12.9	12.6	

Source: PwC Analysis and Industry Estimates

**Creating a desire to purchase through Television Ad campaigns by being creative**

When you advertise on TV, your commercial is not only competing with other commercials, it's also competing with the other elements in the viewer's environment as well. The viewer may choose to get a snack during the commercial break, go to the bathroom or have a conversation about what they just saw on the show they were viewing. Even if your commercial is being aired, viewers may never see it unless it is creative enough to capture their attention. That's why it's so important to consider the kind of commercial you are going to create...and how you want your audience to be affected. Spending money on a good commercial in the beginning will pay dividends in the end.

The process of making a decision in advertising consists of 5 steps: setting goals, administrating the budget, conceiving the message and assessing the advertising efficiency. Advertising users have to define clear objectives, establishing whether the role of advertising is to inform, to persuade or to refresh the customers' memory. Advertising budget is usually determined according to the company's expenses, based on a percentage of sales or depending on the objectives that the company aims to achieve.



### **TV commercial of Munch Rollz: "Caramel se bhara crunch ka fun dose".**

Source: <http://www.afaqs.com/>

*A girl enters a confectionery shop. She is crying with animated tears pouring out like a fountain from her eyes. She puts a coin on the table and suddenly a Munch Rollz pops out of the container and says, "Aansun poncho, main aa gaya". The girl cries even louder seeing this character and her tears also flow heavily. The animated Munch Rollz character starts dancing and sings, "Sadness ko dur bhagane, masti ko wapis lane". The girl gets awe-struck to see the Rollz come directly towards her and she opens her mouth wide enough to take a bite. The girl's animated tears stop and she smiles soon after taking the first bite.*

## **CONCLUSION**

As the world of advertising becomes more and more competitive, advertising becomes more and more sophisticated. Yet the basic principles behind advertising copy remain – that it must attract attention and persuade someone to take action. Every day we're bombarded with many advertising commercials aiming to grab our attention. The primary objective of advertising campaigns is not to sell; it's to call our attention. While both online and print media offer some of the same advantages, TV advertising still offers the best way to tell your story in an engaging, consumer-friendly format. TV ads give you an opportunity to be creative and to give your business a real sense of personality. Television as a media of communicating your brand can create a desire to buy a product by using appropriate appeal with sight, sound, and motion, all of which can combine to lend your business a big dose of instant credibility. TV makes it easier to accomplish that quickly, allowing your business to convert more potential buyers into paying customers.

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