

---

## SUGGESTIONS

---

A layout presentation of the advertisement for securing business.

- b) Advertising through friends and words of mouth.
- c) Mailing literatures.

So these should be saving in time, money and energy of the proprietor.

2. Additional considerations:-  
( Please see question No. 3(P)(a) )

While securing the business or soliciting a client the one more important factor i.e. reputation of the client should be considered. A high weightage should be given to this factor.

Another important consideration should be that the client must be producing quality goods and services or not.

Besides these other important factors should be considered ... i.e. growth potential, organisational set up. Thus it helps to secure the business effectively.

3. In Kolhapur city majority of publicities do not consider about public relation. But this is one of the important part.

The fundamental purpose of public relations is to establish a two-way flow of mutual understanding based on truth, knowledge and full information.

Public relations has been defined as the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organisation and its public

or the attempt by information, ~~press~~ persuasion and adjustment, to engineer public support for an activity, cause, movement or institution."

In establishing the above objectives the public relations department adopts various methods and media.

a) Press relations:- It is essential to maintain the link between an organisation and the press. The work includes issuing of press releases, photographs, organising press conferences, receptions, demonstrations, visits to the factory etc.

b) The Printed word:- The printed matter will include office stationery and it should adopt a uniform " company " style for the firm. Another medium is the house journal and its value in promoting good public relations, both internally and externally is demonstrated by the rapid increase in the number published to maintain contact with the company's employees and / or with the public.

Other items are leaflets, pamphlets, booklets, personalised letters etc.

### 3. Photography :

a) To illustrate news stories, for newspapers in technical journals, advertisements or posters, reports, booklets, house journals etc.

b) For record purposes.

c) For training and research.

4). Organising and taking part in Exhibitions, Trade Fairs etc.

5). Documentary Films, Film, strips and slides:-

Documentary films are a very powerful medium of public relations. They can be made with a view to showing it to pre-selected audiences or even for general release.

6). Advertising and Public Relations:-

The so-called prestige ' or ' institutional' advertising is a public relations activity also, aimed at enhancing the 'public image ' of an organisation. For example, a company offering scholarships to engineering students etc, would earn goodwill from the public. Another method of public relations is to have editorial features. Some organisations or associations go a step further when they publish a supplement in any leading newspaper to fulfill their public relations aims, by enlightening the general public about their activities.

Thus this most important factor should be considered by all publicity organisations in Kolhapur city to come forward with greater success.

4. Advertising Planning:- [ Refer to question No. 1(c) & analysis point 15]

This is a very important function of all publicity organisations. Planning helps to reduce uncertainties and helps to foresee the future so there is economy in time,

Apart from given responses, for systematically carrying the work of advertising. I have suggested some additional points as under:-

= 133 =

- a) Find out the detailed information relating to demographic aspects.
- b) Product advantages.
- c) Consumer preferences.
- d) Analysis of market and competition.

5. Additional considerations for selecting Media:-

It is an important activity which is based on certain consideration. Apart from given responses to question No. 5(c) and analysed in point No.17 other suggestive considerations for selecting media are listed as follows.

- a) Budget available with clients.
- b) Cost comparison of different medias.
- c) Returns to clients.
- d) suitability of media for treatment.
- e) area to be covered.
- f) availability of media in a particular area, market, timing and scheduling, repetition, minimum duplications etc.

6. Suggestive considerations for writing a copy:-

( Please see question No.6(c) and Analysis No.20 )

Apart from given responses, other important considerations should be necessarily considered for writing a good copy and for getting good results.

- a. The important consideration was the product, because the conversion of product features into consumer benefits must be reflected in a copy.

- b) Some other important considerations i.e. it should be brief and to the point.

= it should arrest readers attention.

= it should have few words and avoid jargon or meaningless talk and

= it should promote the goodwill for the company.

7. Suggestive considerations for layout:-

It is a concluding part of advertising preparation

( Please see question no.8(c) and Analysis no. 22)

Apart from given responses other suggestive considerations while deciding about layout, are as follows —

- a) Attention getting -- this was followed by type of Media traffic through that media etc.
- b) Target audience and clients requirements.

General Suggestions:-

a. Advertising is a part of process of marketing.

Marketing on large scale is done by producers, traders & etc. who have usually their offices of administration at metropolitan cities e.g. Poona, Bombay. Therefore in places like Kolhapur the marketing activity does emanate at the source. This gives scope for growth of advertising agencies only at big cities.

b. Creative talent also needs ancillary <sup>and</sup> ~~sex~~ specialised services which are available only at an industrially developed city e.g. Industrial photography, photo tape setting, art reproduction methods such as offset printing or electronic printing etc.

A situation develops in a developing places that certain individual industries have to cater to their marketing activities such as market surveys etc. while majority of the producers or suppliers may not need it, because of their limited marketing needs. There are certain other factors in which naturally do not encourage employees local talents.

c) The modern advertising profession is almost race against time. It can be won only by those people, who keep pace with the pace of the respective cities.

This seems to be the fundamental background in any where.

1. Most of the so called ad. agency have no organisation in advertising terminology, I, observed that many are canvassers and not advertising agencies as such. Naturally they cannot maintain a fairly good office. The very nature of their work does not called for employment of regular staff. I also found that the situation of their working place is unattractive and not conducive to proper reception.

It is necessary for such agencies to maintain a reasonable good office premises, efficient attendance and prompt communication. This would enable them to better cope with the changing and growing demands of real advertisers.

2. ~~xxxxxx~~ I can also observed that the scattered talented artist, copy writer, managers can come together and form a sizable unit of advertising agency. This may attract better clients and coordination of all the aspects of good advertising.

3. Some of the agents ~~total~~ me that there are no good artist in the city for their work. The response of the artist was different. They claimed that sufficient scope to their creativity is not given. I feel that these attitudes can be properly reconciled by proper management. such management can come from a good professional unit or the agents association in Kolhapur.

4. I found that advertising profession can be managed by persons who have a total approach towards the concept and execution of advertising campaigns most of the canvassers lack this quality. I feel no person without proper educational cultural, and managerial background can be successful in this trade.

5. It can be stated that the persons conducting the so called advertising agency are doing the business perforce of circumstances, as a supplementary source of earning livelihood.

6. Some of the producers or manufactures do desire to launch advertising campaigns. But they are not prepared to spend ~~requisit~~ money on it. Here I may observe that such producers consider advertising as exorbitant expense while they should consider this sound business investment. They must spend on advertising with a view to educating their prospective customers/buyers just as they invest money on machinery building, ~~xx xx~~ vehicles etc.

7. It is claimed by advertising agents for want of regular permanent sizable advertising account they cannot



affort to employ persons to manage the different departments of agency organisations. Under the prevailing conditions they have to hire temporarily free large services of artist etc.

But I find that producers are now coming up who can feed a couple of well staffed ad.Agencies. It is necessary for ad.agents to ~~xxx~~ realise the opportunity and seize it in time.

8. There are no training facilities for advertising agents. I understand that certain courses are conducted by some associations in Bombay only. Secondly the commercial artists turned out by the local art schools also do not receive upto-date training. The artist must be both academically and practically equipped to understand and fulfill the needs of the profession.

I feel that art Schools can mobilise the help of good advertising agents, associations photographers etc. for widening the outlook of the art schools. Similarly youngsters looking for a career in advertising profession must be prepared to undergo apprenticeship in any available ad.Agency, even though the salary may be less. Their actual experience will be helpful in building their career.

In conclusion, it ~~was~~ may be observed that although some persons or agencies like Jayendra publicity have been engaged in this profession for quite a long time, the advertising business as such is still facing keething troubles. The major factor for this is lack of consciousness of the advertising agencies role in promoting the interests of industry and trade, with the changing time there is going

to be greater potential opportunities for this business as observed elsewhere, here persons in the profession must take more initiative & organise their efforts with great enthusiasm. The progress of technology and science is bound to produce a variety of consumer goods on greater scale during the days to come without proper marketing organisation more industry can be successful. The role of ad. agencies in this context is now fairly established. Therefore I feel that a venture- some, co-ordinated effort by the profession itself is bound to come across greener pastures and wider horizon.

...