

## EFFECT OF PUBLIC SERVICE ADVERTISING AND THE EFFECTIVENESS OF MEDIA- AN EXPLORATORY STUDY OF FOUR CAMPAIGNS

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### ABSTRACT

*The purpose of this paper is to review the effects of media-based communication campaigns, to determine the degree of impact of campaigns on behaviors, and identify promising strategies for increasing campaign effectiveness. Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideals, or services. Some advertising techniques can be used to promote commercial goods and services and also to inform, educate and motivate the public about non-commercial issues, such as save paper, protection of environment, political ideology, and deforestation. While advertising can be seen as necessary for economic growth, it can be with social message also. Advertising is increasingly invading public spaces, such as schools, frequently using psychological pressure (for example, appealing to feelings of inadequacy) on the intended consumer. In today's times companies are trying to garner and gain goodwill alongside monetary profits, so it is important for organizations to do something to inform, educate and motivate the public about non-commercial issues. Also advertising agencies in India are using three basic media for advertising; television, radio and print. Thus the paper attempts to know which media is the best to get the message through and how far does it actually impact the thinking of the target audience. It concludes by identifying the Tata Tea "Jaago Re" Movement as the most influential communication campaign out of the four campaigns under study, television as the best media of communication and some strategies for an effective communication campaign.*

**Key Words:** Public Service Advertising, social messages, social responsibility, communication campaign.

## I INTRODUCTION

### 1.1 INDIAN ADVERTISING INDUSTRY OVERVIEW

Advertising is a big business in this era in India. Indian Advertising industry has witnessed a prominent globalization. With the inception of various divisions, the advertising industry has undergone a sea change. Indian consumer's deepening pocket and blooming markets for ad-spends have touched new heights in India. The Indian Advertising Companies are creating stories and brand experiences in a way that engages and involves the public.

The structure of the advertising industry in Asia Pacific has been affected by globalization and international alignments creating a smaller number of very large agencies and the growth of independent major media buying houses. Very sophisticated software optimization and planning systems are now integral to the industry, enabling agencies to offer a unique positioning in the marketplace to attract new business.

Advertising can also serve to communicate an idea to a large number of people in an attempt to convince consumers to take a certain action. Social messages are often a central component of public education campaigns designed to raise money, generate awareness, change attitudes, and modify behaviors on a variety of pressing social issues including alcohol and drug abuse, cigarette smoking, hunger, literacy, drunk driving, AIDS, and mentoring.

In today's rapidly changing media environment, many organizations are experimenting with a variety of techniques for reaching the public—incorporating messages into TV shows, creating issue oriented video games, using text messaging, or soliciting user-generated content on Web sites. But given the amount of time most people spend watching TV, televised PSAs are still a core component of most major public education efforts, just as the 30-second TV spot continues to dominate the advertising world, despite all the new media options available to marketers.

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## 1.2 ADVERTISING INDUSTRY IN INDIA

The advertising industry in India has several competitive advantages: India has a rich pool of strategic planning, creative and media services personnel: Indeed, Indian advertising industry has been exporting senior-level talent to many countries, particularly to the Gulf, South-East Asia, China, the UK and the US. Indian talent is recognized and respected in global agency networks. No other country has access to so many trained management graduates who can provide strategic inputs for brand and media planning. Indians are multicultural: we learn at least two languages and that gives us a head start in understanding cultural diversity. Most of the top 20 agencies in India have a global partner or owner, which should provide an immediate link to global markets.

## 1.3 PUBLIC SERVICE ADVERTISING

Although a PSA is, by definition, an ad that uses donated media space, from the viewers' perspective there is no way of knowing whether the time for a particular PSA is provided at no cost or whether there is a paying sponsor. There are ads that appear on TV that may contain public interest messages—urging viewers to refrain from smoking or drinking and driving, for example—even though the time for these spots was purchased.

PSA campaign production is developing a strategic plan to address the entire scope of campaign development, including research, creative strategy, production, distribution and evaluation. PSAs should be made the same way a commercial product is made except the job is much harder because instead of trying to sell more products or increase market share, we are normally trying to affect deeply seated public attitudes and behavior.

Public service advertising is a potentially powerful tool in the effort to address the many public health and other social challenges facing this country. Whether it's tackling childhood obesity, recruiting community volunteers, raising awareness about global warming, promoting HIV testing or raising money for medical research, PSAs have the potential to reach a large audience to get the message out. It is the purpose of this study to provide basic data about the state of public service advertising on television today, and to ask where we want to go from here.

A public service announcement (PSA) is an advertisement broadcast on radio or television, for the public interest. PSAs are intended to modify public attitudes by raising awareness about specific issues. The most common topics of PSAs are health and safety. A typical PSA is part of a public awareness campaign to inform or educate the public about an issue such as

smoking or compulsive gambling. Contrary to popular belief, political campaign advertisements are not PSAs.

Public service advertising campaigns are widespread around the world. Such advertising is generally produced and distributed on a cooperative basis by governmental agencies or non-profit organizations acting in concert with private advertising and mass media companies. In most cases, the non-profit provides the programming that is to be advertised, while the participating advertising agency and media companies provide creative services, media planning, and dissemination services on a monobasic.

#### **1.4 CORPORATE PUBLIC SERVICE ANNOUNCEMENTS**

Sponsored and paid for by for-profit corporations, these messages include a clear call to action without mentioning specific products or services produced by the sponsors. Although sponsors of these messages may be motivated by a desire to improve their company's image, the call to action is significant enough to distinguish these messages from corporate image ads.

## **2. THEORITICAL FRAMEWORK**

### **2.1 HISTORY OF PUBLIC SERVICE ADVERTISEMENTS**

PSAs came into being with the entry of the United States into World War II. Radio broadcasters and advertising agencies offered their skills and facilities toward the war effort and established the War Advertising Council which became the official home front propaganda arm of the Office of War Information. Print, outdoor advertising and especially radio became the carriers of such messages as "Loose lips sink ships," "Keep 'em rolling" and a variety of exhortations to buy War Bonds.

Other recent developments included two distinctive strategies. The Entertainment Industries Council combined high-profile film, television and recording stars doing network PSAs with depiction efforts: producers, writers and directors incorporated seat belt use, designated drivers, and AIDS warnings and anti-drug references in story lines. The other major development, championed and often carried out by consultants, was the appearance of the Total Station Project. Stations would adopt a public service theme, and, often after months of planning and preparation, coordinate PSAs with station editorials, heavily promoted public affairs programs and features in the local news broadcasts. Total Station Projects most frequently are aired during sweep periods, the months when the station's ratings determine the next year's commercial time prices.

### 3. CONCEPTUAL FRAMEWORK

Perceived Persuasive Effects of Product Commercials and Public Service Announcements, Third-Person Effects in New Domains, 1992, (ALBERT C. GUNTHER) The study is named as the third-person effect—the finding that in response to mass media messages, of how people estimate themselves to be less affected than others. For PSAs, there were no differences in perceived self and other influence. Perhaps most interestingly, there was both a directional (yielding vs. resistance) and a magnitudinal impact of emotion on the influence estimates. The frequency and nature of alcohol and tobacco advertising in televised sports, 1990-92, (P.A.Madden and J.W.Grube) examines the frequency and nature of alcohol and tobacco advertising. More commercials appear for alcohol products than for any other beverage. The audience is also exposed to alcohol and tobacco advertising through the appearances of stadium signs, other on-site promotions, and verbal or visual brief product sponsorships. Moderation messages and public service announcements are rare. Smoking behavior of adolescents exposed to cigarette advertising, 1996 (L Dusenbury), was to explore the relationship between the exposure of adolescents in the seventh and eighth grades to cigarette advertising and their being smokers. The results indicated that exposure to cigarette advertising and having friends who smoked were predictive of current smoking status. Public Service Advertising, 1998 (William M. O'Barr), says that the need to mobilize the public to take action for the good of the community is as old as governance itself. Questioning the value of realism: young adults' processing of messages in alcohol-related public service announcements and advertising, 2006 (E W Austin) talks on the message interpretation process (MIP) model, explored how college students, a primary audience for alcohol-related messages, evaluate anti drinking public service announcements and alcohol advertisements. Evaluations from different respondents regarding 10 alcohol-related ads and PSAs produced differences in quantitative and qualitative responses. The results showed that realistic but logic-based PSAs were not as effective as unrealistic but enjoyable ads. In Advertising Chinese Politics: The Effects of Public Service Announcements in Urban China, 2010 (Jie Zhang) during the reform era the Chinese state has modernized the way in which campaigns are conducted. Today, the government focuses on public service advertising on television to actively shape people's attitudes and behaviour on such issues as environmental protection and legal reform. More broadly, public service advertising is aimed at holding together an increasingly diverse and fragmented society. Misplaced Marketing: why television is the

“wrong” environment for public service advertising campaigns (J.M. Wolburg), has shown that advertising efforts to promote social causes rarely reach meaningful levels of effectiveness. It points out that while the media provide the right emotional climate for advertising messages that encourage consumption, it follows that the media provide the wrong environment for messages that discourage consumption or other behaviours. It concludes that money spent might best be redirected to other prevention efforts that more directly accomplish the social program’s goals. Report by British Broadcasting Corporation (BBC), English-language advertising in India is among the most creative in the world. TV advertising (especially in the Hindi language) has made major headway in the past 10 years, especially with the advent of satellite TV.

#### **4. RESEARCH METHODOLOGY**

The study was mainly concerned with a detailed analysis of four popular PSA campaigns for television, print and radio. The study also tried to analyze whether these advertisements have actually been able to make a difference to target audience and whether they have seen any impact being brought about by these ads. The main data sources were primary data collected on the basis of the survey method with the help of questionnaires. Both open and closed ended questions were used. The sample size chosen was 1000, by the youth of age group 16-25 years of Delhi and NCR covered through random selection basis. As topic was quite subjective and target areas were fragmented into various groups of students who are just out of high school or college going students and the study was conducted with 649 responses in the period of September to December 2010. Thus the basic purpose was to collect maximum information through these segmented areas. The study also explored secondary data from magazines, newspapers and internet.

## CASES OF PUBLIC SERVICE ADVERTISEMENTS CONSIDERED

### A) TATA TEA- “THE JAAGO RE MOVEMENT”:



Tata Tea's Jaago Re campaign is an exemplary example of a brand taking its communication beyond the obvious yet managing to strike a chord with its consumers. In advertising, the oft used cliché for the tea category is that of being refreshed or rejuvenated after consuming the beverage. Tata Tea, along with its creative agency Lowe, took a leap in its communication where it equated this rejuvenation to social awakening and being aware of social issues surrounding us.

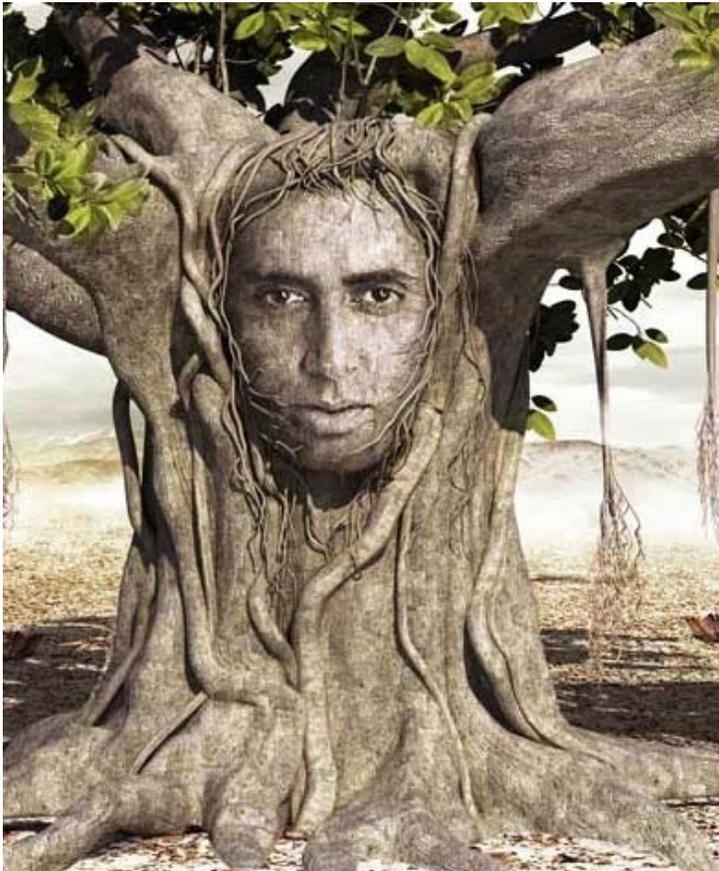
If the first phase of the campaign experienced unprecedented success with its effort to involve the youth in the voting process, the challenge was even more to take this Jaago Re initiative further. Based on various dip stick and research that the company did, it came out that corruption is the biggest malaise that ails the country today and a major deterrent in progress of our country. Hence, Tata Tea embarked on its anti-corruption drive, beginning with its 'Aaj se khilana bandh, pilana shuru' campaign in August this year. It now has kick-started the second phase of this campaign, which comprises an integrated communication approach.

### 2. IDEA PROMOTION MEASURES “SAVE PAPER, PROTECT TREES”

IDEA Cellular, the 3rd largest GSM mobile service operator in India, has its own way to promote the brand. IDEA's *What an Idea Sirjee!* series campaign suggests solution to social

problems. The last advertisement Walk when you talk was a big hit on television. And now, IDEA has launched another ad: Use Mobile, Save Paper.

This ad also features IDEA's brand ambassador Abhishek Bachchan, but as a tree! This new ad is sixth in the series. The preceding campaigns were 'Championing a world without caste', 'championing a world in which no one suffers from the disability to communicate'; 'Education for All', 'Participative Governance', and the last 'Walk When You Talk'.



IDEA has also launched a website <http://usemobilesavepaper.in/>, where users can pledge to save paper. This campaign is aimed to promote VAS service usage for vast number of day to day activities, to save paper.

#### **Idea partners with Barista and Cafe Coffee Day to save paper**

The telecom giant has partnered with the two coffee chains providing the customers with the option of looking at the menu and paying the bill in an environment friendly style

The next time you grab a cup of coffee at any Barista or Café Coffee Day (CCD) outlet, make sure to do your bit for saving paper, by accessing the menu and bill through your mobile phone.

Taking its 'Use Mobile, Save Paper' campaign further, Idea Cellular has partnered with the two coffee chains to make it possible to eliminate the use of paper in transactions. Through a unique mobile software application, which has been made available at CCD and Barista outlets, people can download the menu card and bill on their mobile phones, thereby eliminating the need to use paper for these purposes.

### 3. BMW ANTI DRINKING AND DRIVING



BMW, one of the world's leading luxury carmaker, has been a dedicated contributor to road safety education around the world for more than two decades. More than 100,000 Indian children and families have benefited from the BMW Children's Traffic Safety Education program, now in its second year.

### 4. Nokia Adds Impetus to Mobile Phone Recycling Initiatives

There are not enough initiatives worldwide to stop the damage being caused to the environment when mobile phones are discarded in landfills rather than being recycled. However, Finnish mobile phone manufacturer Nokia has for some time been addressing the mobile phone recycling issue in India, which is the biggest market for the company. Having previously launched an ad campaign across the largest cities in India, Nokia has now installed mobile phone recycling bins all over the country to make it easier for mobile phone users to recycle their handsets, according to a report on [recycle.co.uk](http://recycle.co.uk). Nokia is trying to promote mobile phone recycling awareness among Indian people by various measures such as issuing vouchers for old mobile phones or cash refunds. The

company has also promised to make donations to charitable bodies for any mobile returned to Nokia drop off points across India.

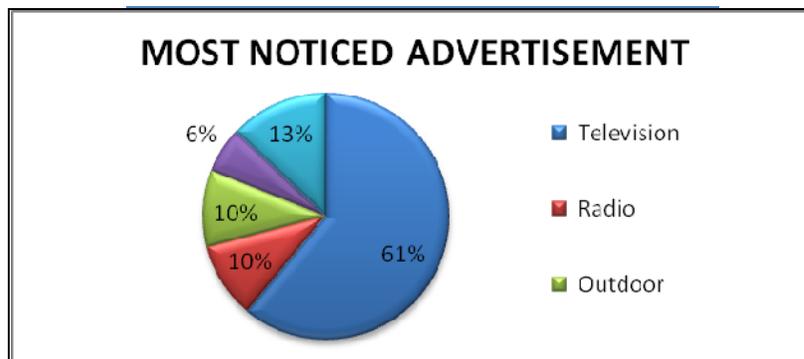


## 5. FINDINGS AND DISCUSSIONS

1. Type of advertisement being noticed most

TABLE-1

<b>television</b>	<b>61</b>
<b>Radio</b>	10
<b>Outdoor</b>	10
<b>Print</b>	6
<b>Others (internet, road shows etc.)</b>	13



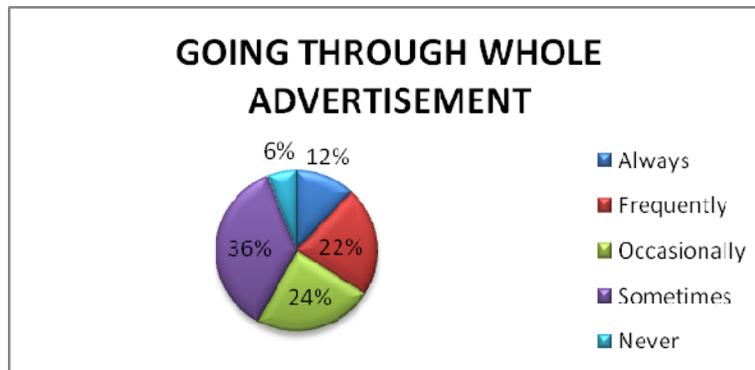
As the above diagram illustrates that the most noticed is the television advertisement, the figure being the highest at 61% followed by radio and outdoor at 10% whereas the print media and other media sources have been ranked at 6 % and 13 % respectively.

2. Frequency of going through the whole advertisement

TABLE-2

<b>Always</b>	<b>12</b>
<b>Frequently</b>	22
<b>Occasionally</b>	24

Sometimes	36
Never	6

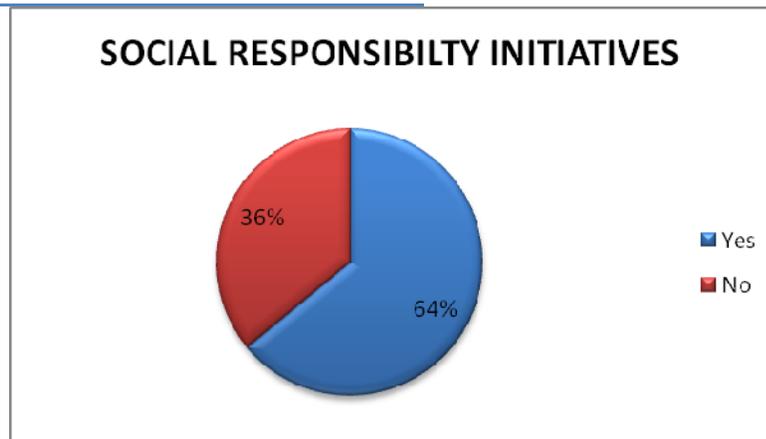


As the above diagram illustrates that 12% of youth would like to go through the whole advertisement, 22% of youth would like to see the whole advertisement frequently, with 24% of youth looking at occasionally, followed by 36% of the youth looking at the advertisement sometimes and 6% never.

### 3. Awareness about socially responsible initiatives being taken up by companies

**TABLE-3**

Yes	64
No	36



Awareness about the social responsible initiatives being taken up is as high as 64%. 36% of the youth population is not aware about the initiatives.

### 4. Opinion whether advertising is an effective tool to pass on messages pertaining to the benefits to the society

**TABLE-4**

Yes	86
No	14



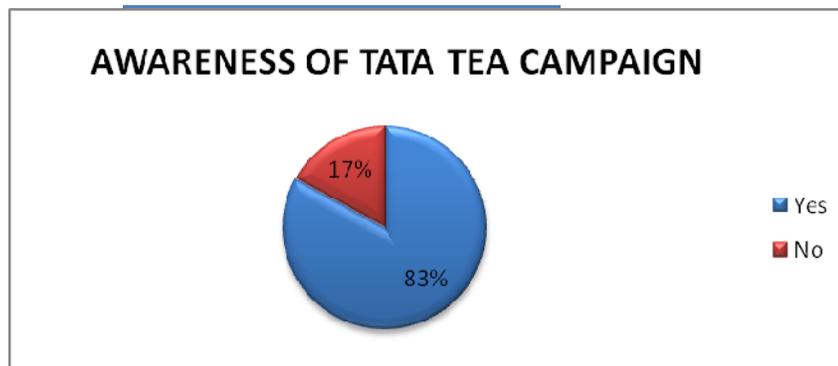
86% of the youth population is of the opinion that advertisement can be used as an effective tool to pass on message for benefit of society and 14% of the population do not believe so.

**5. Awareness of the Advertisement campaigns of**

**a) Tata tea “the jaago re movement”**

TABLE-5

Yes	83
No	17



Awareness regarding Tata tea campaign among youth is 83% and 17% are not aware of the campaign.

**b) Idea promotion measures “save paper and protect trees”.**

TABLE-6

Yes	84
No	16

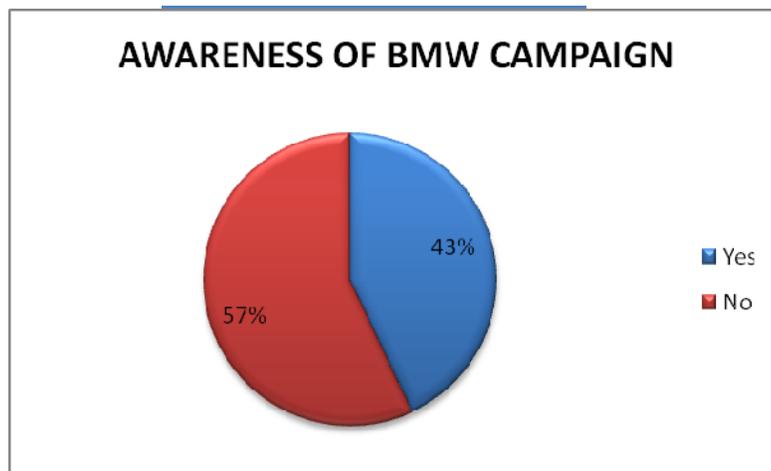


Awareness regarding idea campaign is 84% and 16% youth is not aware of it.

c) **BMW anti-drinking and driving**

TABLE-7

Yes	43
No	57

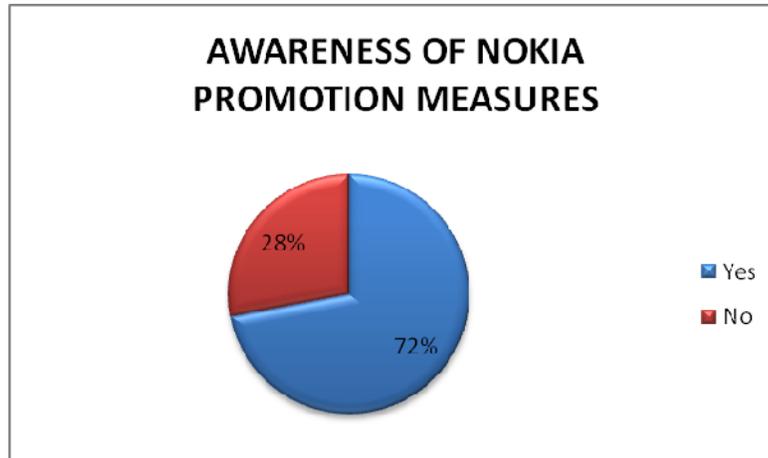


Awareness regarding BMW campaign is 43% among youth and 57% are not aware of it.

d) **NOKIA promotion measures of “recycling of mobile phones.”**

TABLE-8

<b>Yes</b>	<b>72</b>
<b>No</b>	<b>28</b>



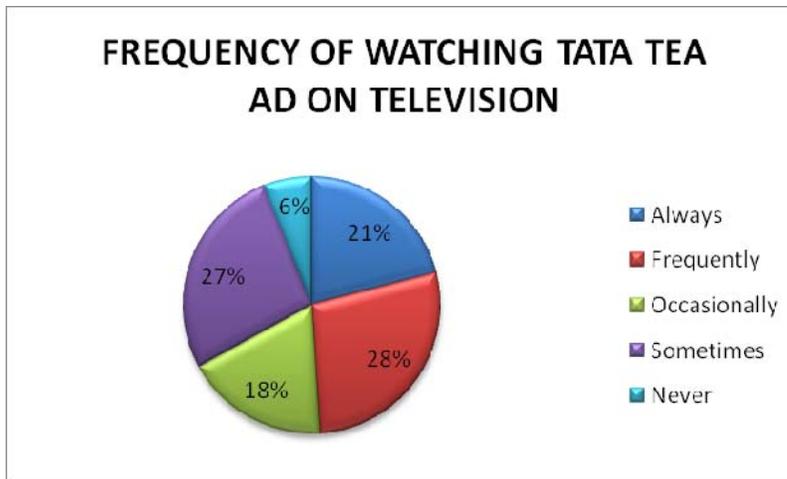
Awareness regarding Nokia campaign is 72% among youth and 28% youth is not aware of it.

#### 6. Frequency of watching the advertisement being broadcasted on television

a) Tata tea “the jaago re movement”

TABLE-9

<b>Always</b>	<b>21</b>
<b>Frequently</b>	<b>28</b>
<b>Occasionally</b>	<b>18</b>
<b>Sometimes</b>	<b>27</b>
<b>Never</b>	<b>6</b>

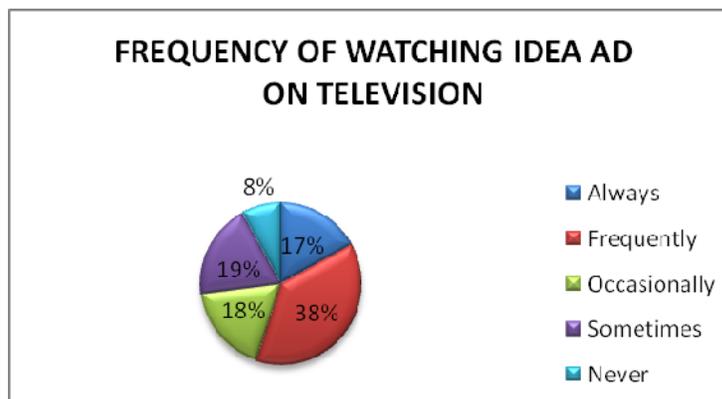


Tata tea campaign broadcasted on television is being watched frequently by 28% of youth, sometimes by 27%, always by 21% whereas occasionally and never by 18% and 6% respectively.

**b) IDEA promotion measures “save paper, protect trees.”**

TABLE-10

<b>Always</b>	<b>17</b>
<b>Frequently</b>	<b>38</b>
<b>Occasionally</b>	<b>18</b>
<b>Sometimes</b>	<b>19</b>
<b>Never</b>	<b>8</b>

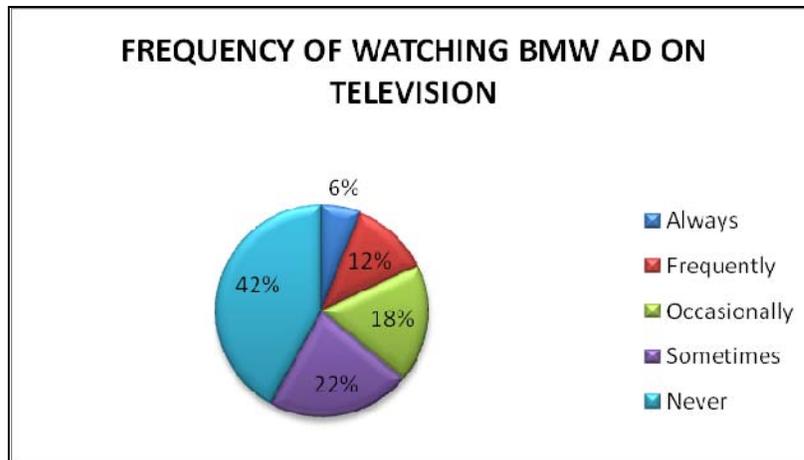


Idea campaign broadcasted on television is watched frequently by 38%, sometimes by 19%, occasionally by 18% whereas always and never by 17% and 8% respectively.

**C) BMW anti-drinking and driving**

TABLE-11

<b>Always</b>	<b>6</b>
<b>Frequently</b>	12
<b>Occasionally</b>	18
<b>Sometimes</b>	22
<b>Never</b>	42

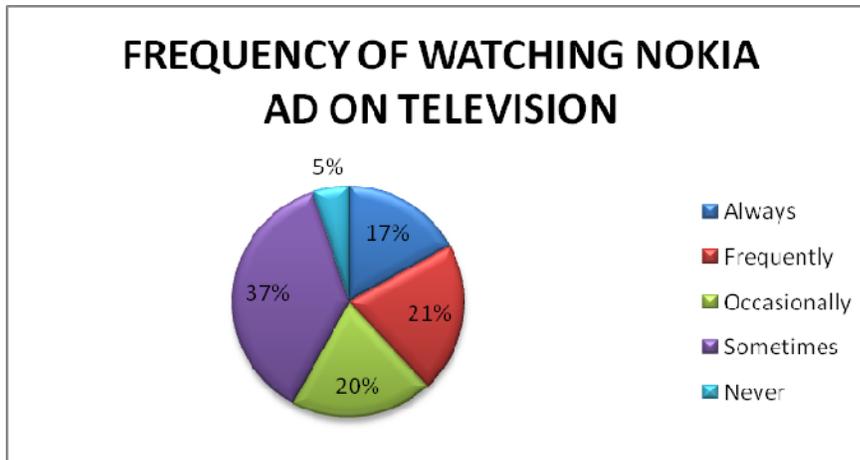


BMW campaign broadcasted on television is always seen by 42%, sometimes by 22%, occasionally by 18% whereas frequently and always by 12% and 6% respectively.

**d) NOKIA promotion measures of “recycling of mobile phones.”**

TABLE-12

<b>Always</b>	<b>17</b>
<b>Frequently</b>	21
<b>Occasionally</b>	20
<b>Sometimes</b>	37
<b>Never</b>	5



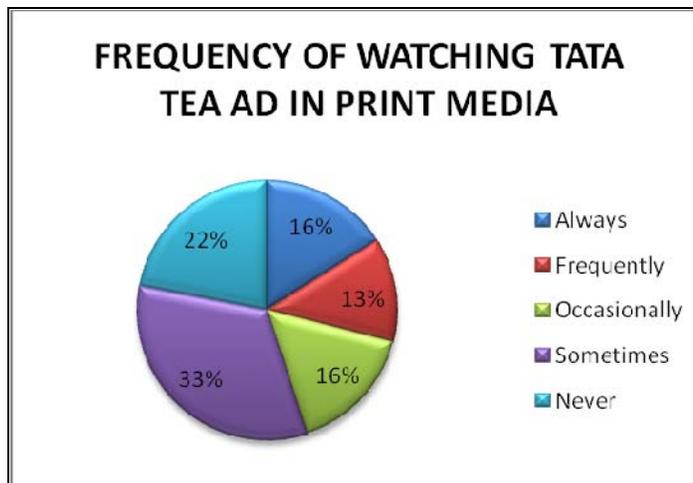
Nokia campaign being broadcasted on television is watched sometimes by 37%, frequently by 21%, occasionally by 20% whereas 17% always and 5% never of youth have never seen the campaign.

**7. Frequency of watching these campaigns in the various news papers, magazines and other print media**

**a) Tata tea “the jaago re movement”**

TABLE-13

<b>Always</b>	<b>16</b>
<b>Frequently</b>	<b>13</b>
<b>Occasionally</b>	<b>16</b>
<b>Sometimes</b>	<b>33</b>
<b>Never</b>	<b>22</b>

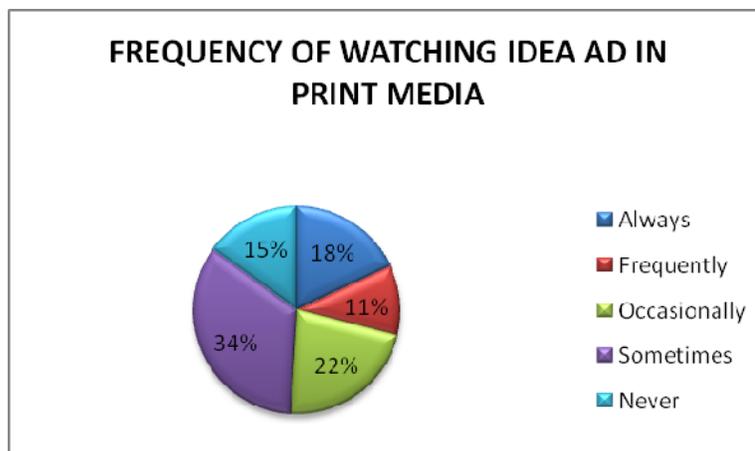


Frequency of youth watching Tata tea campaign in print media is sometimes by 33%, never by 22% of youth, always and occasionally by 16% of youth, whereas frequently by 13% of the youth respectively.

**IDEA promotion measures “save paper, protect trees.”**

TABLE-14

<b>Always</b>	<b>18</b>
<b>Frequently</b>	11
<b>Occasionally</b>	22
<b>Sometimes</b>	34
<b>Never</b>	15

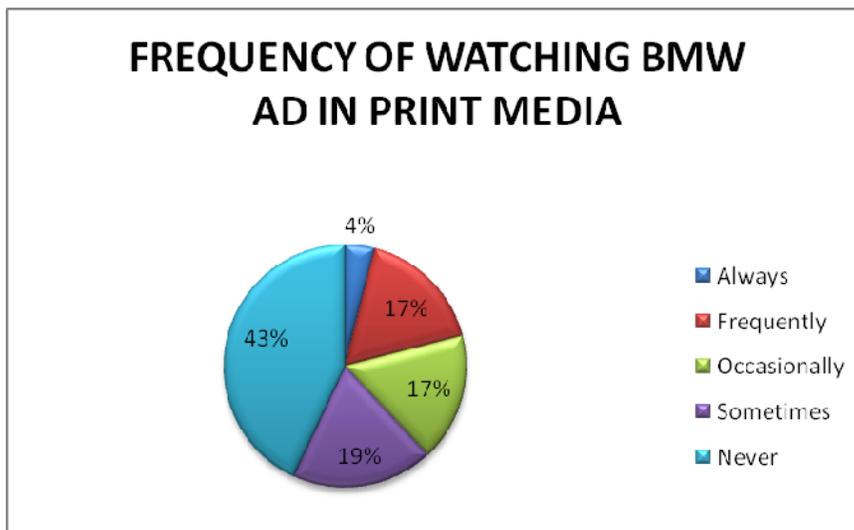


Frequency of 34 % of youth watching Idea campaign in print media is sometimes, 22% of youth see it occasionally, always by 18%, never by 15%, whereas frequently by 11% of the youth respectively.

## C) BMW anti-drinking and driving

TABLE-15

<b>Always</b>	<b>4</b>
<b>Frequently</b>	17
<b>Occasionally</b>	17
<b>Sometimes</b>	19
<b>Never</b>	43

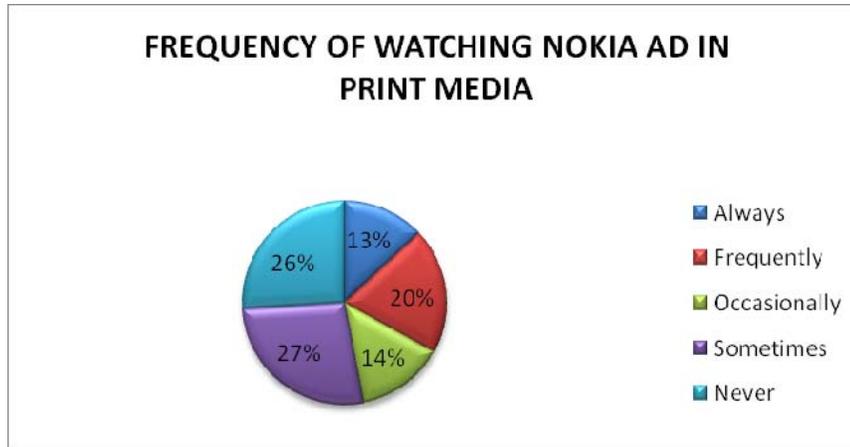


Frequency of watching Idea campaign in print media by 43% of youth population is never, sometimes by 22%, frequently and occasionally by 17% whereas always by 11% respectively.

## d) NOKIA promotion measures of "recycling of mobile phones."

TABLE-16

<b>Always</b>	<b>13</b>
<b>Frequently</b>	20
<b>Occasionally</b>	14
<b>Sometimes</b>	27
<b>Never</b>	26



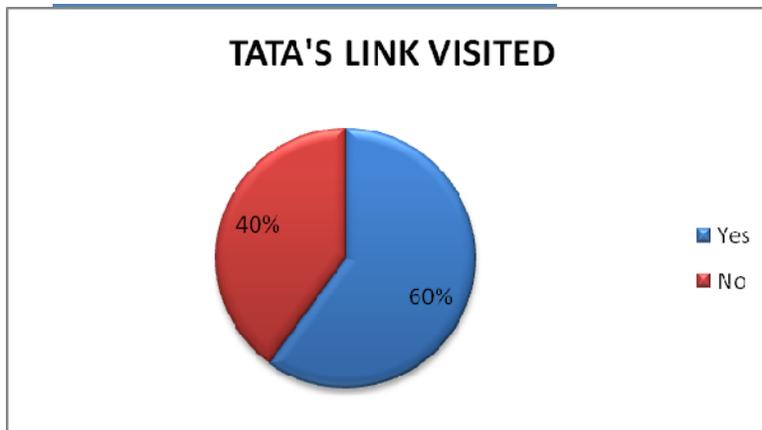
Frequency of watching Idea campaign by youth in print media is sometimes by 27%, never by 26% of youth, frequently by 20% of youth, occasionally by 14% of youth, whereas always by 13% of the youth respectively.

#### 8. Interested to see further links provided with these ads

##### a) Tata tea “the jaago re movement”

TABLE-17

Yes	60
No	40

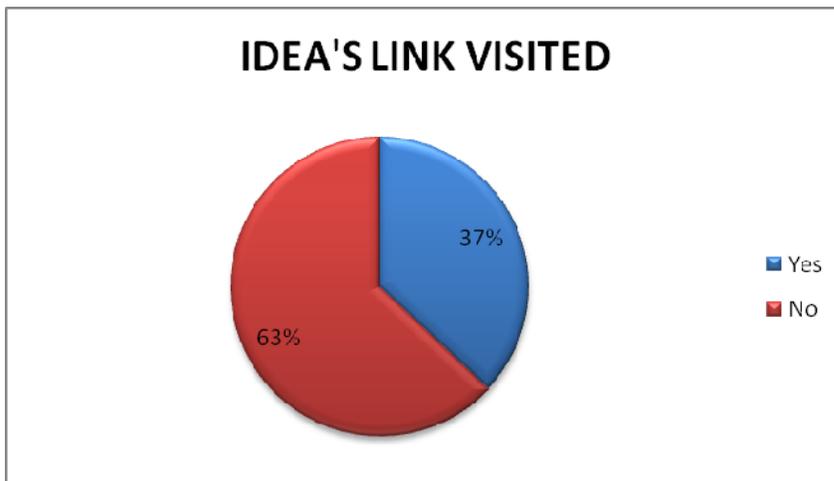


60 % of youth is interested in looking at the links of Tata tea campaign and 40% of youth is not interested.

##### b) IDEA promotion measures “save paper, protect trees.”

TABLE-18

Yes	37
No	63

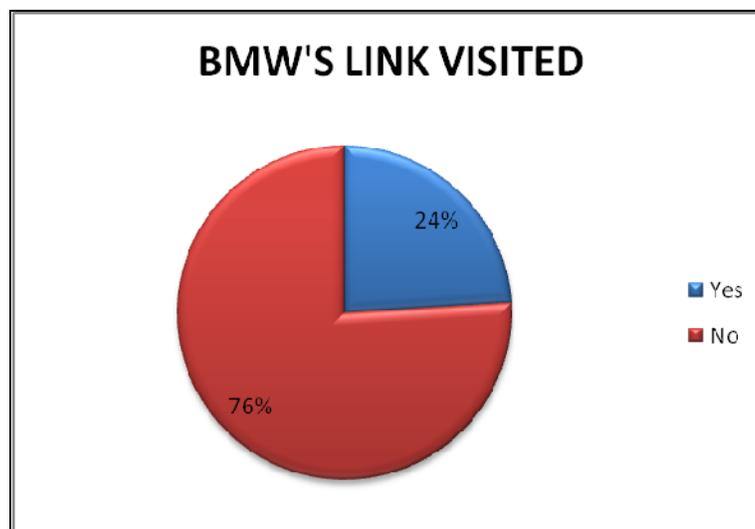


37 % of youth is interested in looking at the links of Tata tea campaign and 63% of youth is not interested.

**c) BMW anti-drinking and driving**

TABLE-19

<b>Yes</b>	<b>24</b>
<b>No</b>	<b>76</b>



24 % of youth is interested in looking at the links of Tata tea campaign and 76% of youth is not interested.

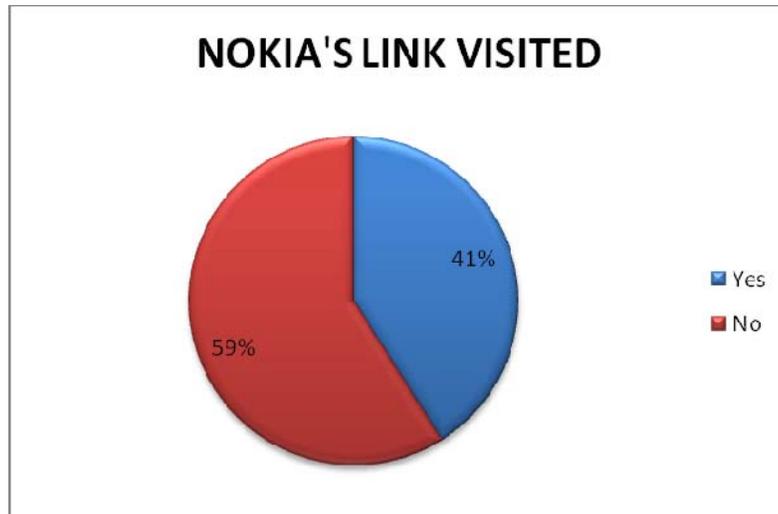
**d) NOKIA promotion measures of "recycling of mobile phones."**

TABLE-20

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Yes	41
No	59

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41% of youth is interested in looking at the links of Tata tea campaign and 59% of youth is not interested.

**9. Perception about further carrying on campaign by the websites**

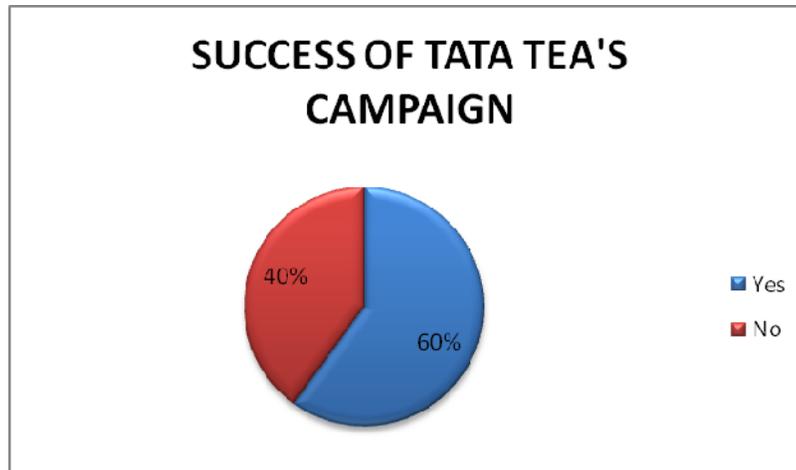
**a) Tata tea “the jaago re movement”**

TABLE-21

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Yes	60
No	40

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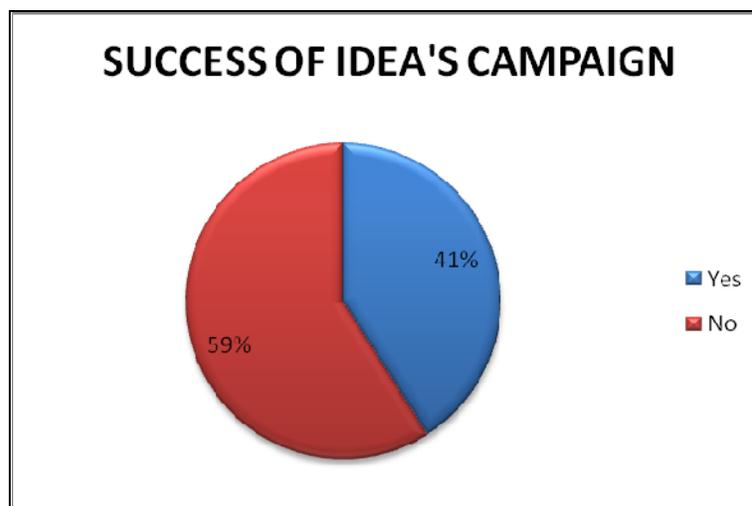


60% of youth believe that website is successfully carrying the campaign further of Tata tea and 40% of youth do not believe so.

**b) IDEA promotion measures “save paper, protect trees.”**

TABLE-22

<b>Yes</b>	<b>41</b>
<b>No</b>	<b>59</b>



41% of youth believe that website is successfully carrying the campaign further of Tata tea and 59% of youth do not believe so.

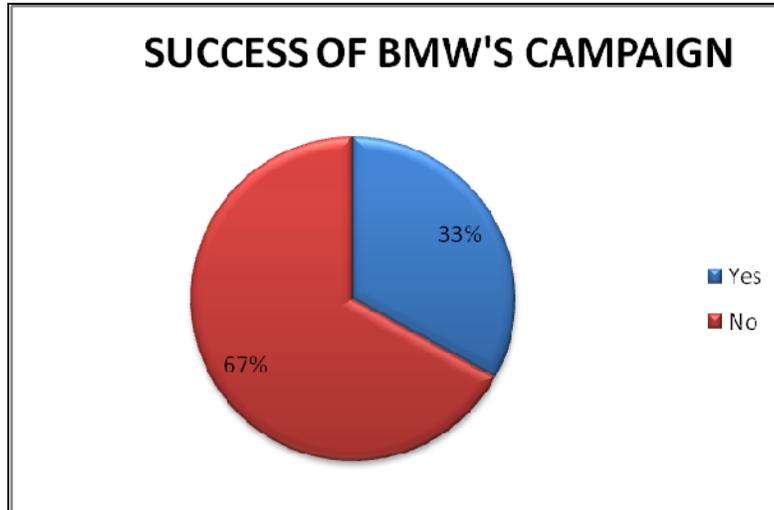
**c) BMW anti-drinking and driving**

TABLE-23

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<b>Yes</b>	<b>33</b>
<b>No</b>	<b>67</b>

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33% of youth believe that website is successfully carrying the campaign further of Tata tea and 67% of youth do not believe so.

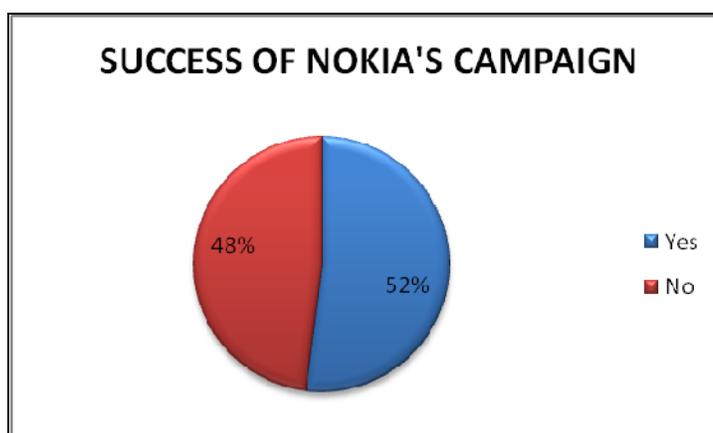
**d) NOKIA promotion measures of "recycling of mobile phones."**

TABLE-24

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<b>Yes</b>	<b>52</b>
<b>No</b>	<b>48</b>

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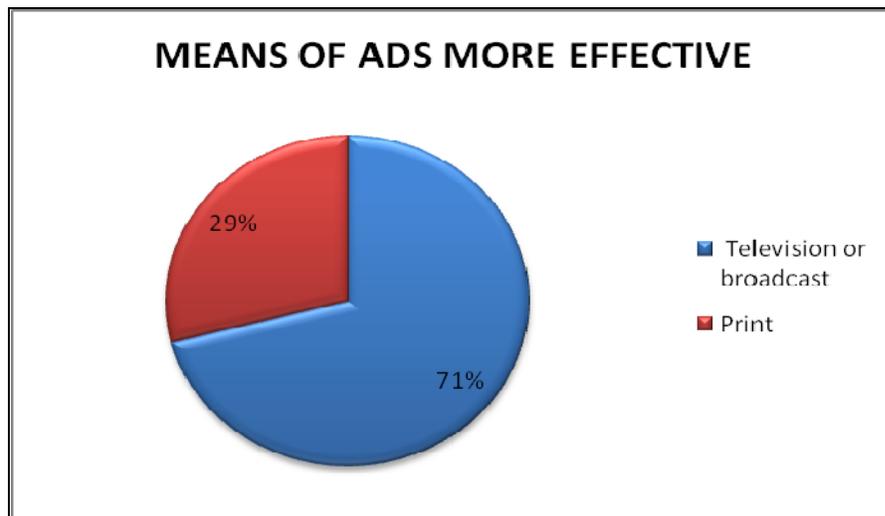


52% of youth believe that website is successfully carrying the campaign further of Tata tea and 48% of youth do not believe so.

**10. Preference of television and print medium of Advertisements in delivering the message**

TABLE-25

<b>Television or broadcast</b>	<b>71</b>
<b>Print</b>	<b>29</b>

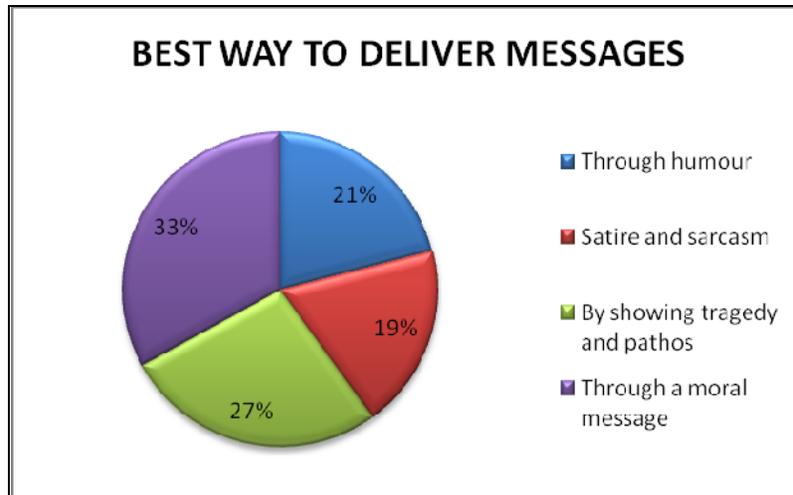


71% of youth believe that television is an effective media of delivering such messages and 29% of youth prefer print media.

**11. Preference of various means of emotions to convey such kind of messages through to the public**

TABLE-26

<b>Through humour</b>	<b>21</b>
<b>Satire and sarcasm</b>	<b>19</b>
<b>By showing tragedy and pathos</b>	<b>27</b>
<b>Through a moral message</b>	<b>33</b>



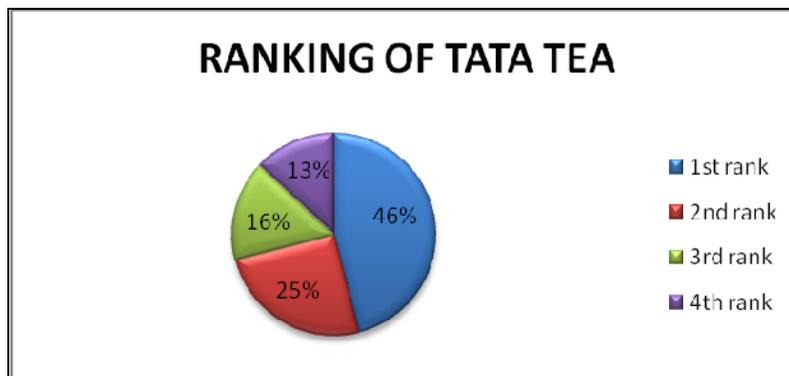
The best way to deliver message is through a moral lesson said by 33% of the youth, 27% believe that it can be done by showing tragedy and pathos, 21% believe it can be done through humour and 19% believe that satire and sarcasm could be the means.

## 12. Ranking of the advertisement

### a) Tata tea “the jaago re movement”

TABLE-27

<b>1<sup>st</sup> rank</b>	<b>46</b>
<b>2<sup>nd</sup> rank</b>	<b>25</b>
<b>3<sup>rd</sup> rank</b>	<b>16</b>
<b>4<sup>th</sup> rank</b>	<b>13</b>

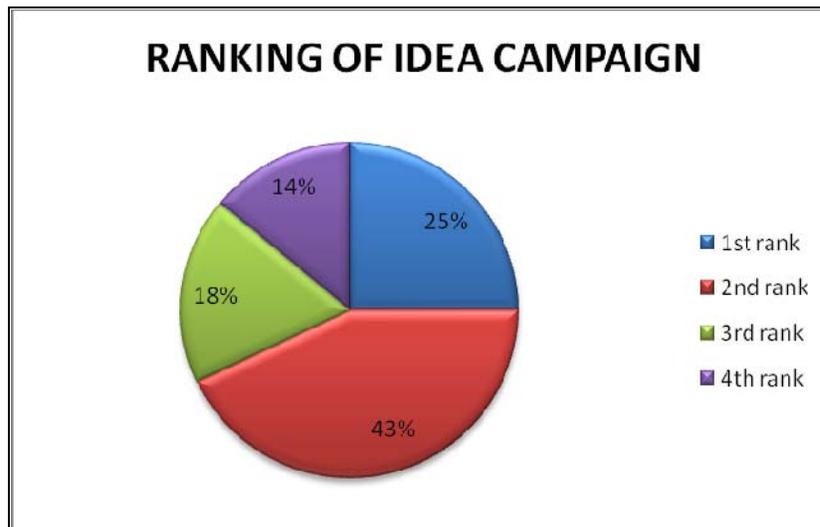


46% of target audience have liked Tata tea campaign at first place.

### b) IDEA promotion measures “save paper, protect trees.”

TABLE-28

<b>1<sup>st</sup> rank</b>	<b>25</b>
<b>2<sup>nd</sup> rank</b>	<b>43</b>
<b>3<sup>rd</sup> rank</b>	<b>18</b>
<b>4<sup>th</sup> rank</b>	<b>14</b>

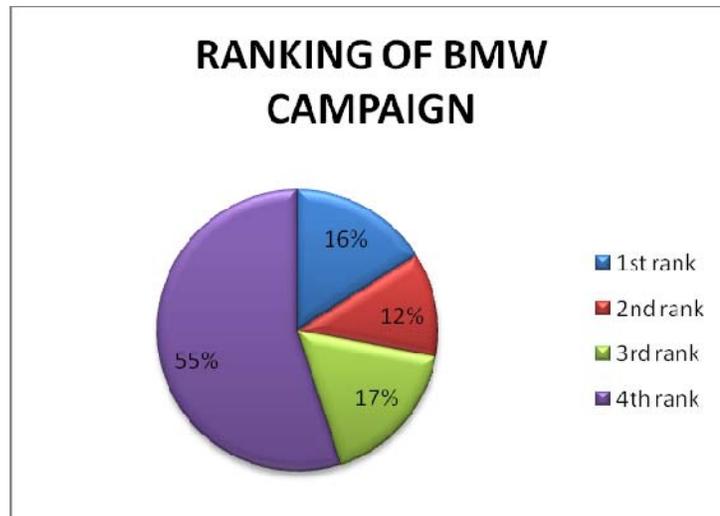


Ranking according to liking of target audience, Idea campaign is at second place by 43% of target audience.

c) BMW anti-drinking and driving

TABLE-29

<b>1<sup>st</sup> rank</b>	<b>16</b>
<b>2<sup>nd</sup> rank</b>	<b>12</b>
<b>3<sup>rd</sup> rank</b>	<b>17</b>
<b>4<sup>th</sup> rank</b>	<b>55</b>

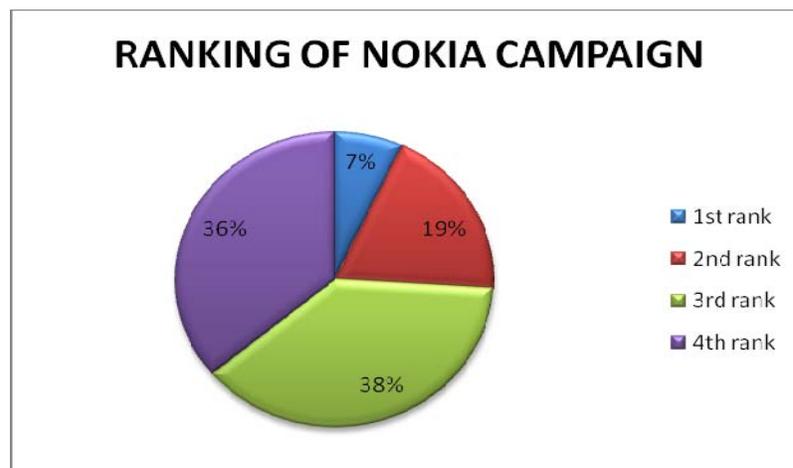


Ranking according to liking of target audience BMW campaign is at fourth place at 38%.

d) NOKIA promotion measures of “recycling of mobile phones.”

TABLE-30

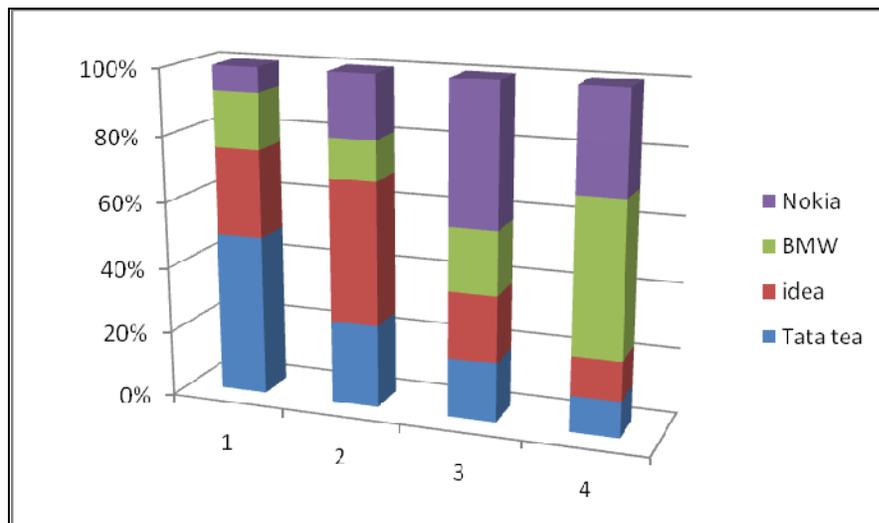
<b>1<sup>st</sup> rank</b>	<b>7</b>
<b>2<sup>nd</sup> rank</b>	<b>19</b>
<b>3<sup>rd</sup> rank</b>	<b>38</b>
<b>4<sup>th</sup> rank</b>	<b>36</b>



As the above diagram illustrates that, the ranking according to liking of target audience Nokia campaign is at third highest by 38%.

TABLE-31

	1st	2 <sup>nd</sup>	3rd	4 <sup>th</sup>	
<b>Tata tea</b>	46	25	16	16	100
<b>Idea</b>	25	43	18	14	100
<b>Bmw</b>	16	12	17	55	100
<b>Nokia</b>	7	19	38	36	100
	94	101	92	122	400



Out of all the campaigns Tata tea is liked by most, Idea selected second, Nokia third and BMW at fourth position.

## 6. CONCLUSION

Fulfilling social responsibility by conveying social messages, to the society through different media is an easy job, but to measure its performance and its effective reach and effective frequency, is not easy as individuals perception vary.

On the basis of my study in context to public service advertising, following points have been concluded: The target group, youth witnesses more of ads that have been broadcasted on television and least in case of print media. Group is aware about the issues being focused by the advertisement and the objective of the advertisement. Out of the four campaigns under study namely – “Tata tea, Idea, BMW and Nokia”, Tata tea and Nokia’s promotion measures had an effective reach as compared to the other two. The target group favours, that such advertisement or social messages, should be more, like a moral message rather than a humorous or a sarcastic one. The target group ads, that to make society healthy place to live

in and to eradicate all evils and to spread awareness, these messages can have an effective reach but it all goes in vain, if the organisation putting forth sales before such an advertisement to fulfill its objectives. Such a promotion can enhance firm's value only when it looks into and takes care of all those points which the social message conveys.

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