



NATIONAL OPEN UNIVERSITY OF NIGERIA

SCHOOL OF ARTS AND SOCIAL SCIENCES

COURSE CODE: MAC 331

COURSE TITLE: ADVERTISING CAMPAIGN PLANNING AND EXECUTION

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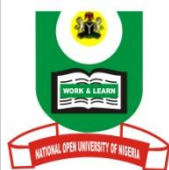
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**COURSE
GUIDE**

**MAC 331
ADVERTISING CAMPAIGN PLANNING AND EXECUTION**

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INTRODUCTION

This course is a (three) 3-credit unit course. It is devised to enhance your knowledge of the application of advertising, with special focus on the desirability of adequate planning arrangements before the implementation of an advertising programme or campaign. To this end, you are exposed to such critical components like need for planning, process and the role of research in advertising planning. The organisational structure of the industry is further exposed to you, with special attention on the regulatory agency- the Advertising Practitioners Council of Nigeria (APCON) and the relevant stakeholders/sectoral bodies. The country's advertising media environment are further appraised, in addition to the examination of all advertising campaign execution entails. The necessity for effective regulation of the industry is also advocated.

COURSE AIMS

The course aims at exposing you to current trends in advertising campaigns and planning. At the end of the course, therefore, you are better prepared to handle any advertising campaign in an effective way that will safeguard the clients' aspiration and as well protect the professional integrity and reputation of the practitioners.

COURSE OBJECTIVES

At the end of the course, you should, therefore, be able to:

- discuss the imperative of planning before advertising execution
- identify the various processes of advertising
- explain the central role of research in advertising
- analyse the inter-connectedness of the Nigerian advertising industry- with APCON as the hub
- classify the inherent strengths and weakness of the individual components of Nigerian advertising medium
- explain what it takes to effectively execute an advertising programme
- discuss in detail why and how the industry can be properly regulated.

WORKING THROUGH THIS COURSE

To maximise your attainable goals in this course, you are advised to first study carefully the course guide. It will give you the focus and how to properly handle the course material. Handle each module and unit

sequentially, taking notes of salient points. Do also take seriously the self-assessment exercises as preparatory ground for handling the Tutor-marked Assignments, (TMA). Equally, for broadened view of the course, make effective use of the referenced materials. All these will assist you with your written assignments as well as the final examination.

COURSE MATERIALS

The crucial items you require for this course are listed below.

1. Course Guide
2. Study unit
3. Textbooks and other reference sources
4. Assignment file
5. Presentation schedule.

STUDY UNITS

This course is divided into five modules, made up of a total of 27 units, as shown below.

Module 1 Imperative of Planning and Processes of Advertising

- Unit 1 Meaning and Need for Planning in Advertising
- Unit 2 Processes of Advertising
- Unit 3 Research in Advertising
- Unit 4 Advertising Tripod
- Unit 5 4(Four) *Ps* Marketing

Module 2 Organisational Structure of the Advertising Industry

- Unit 1 Advertising Practitioners Council of Nigeria (APCON)
- Unit 2 Association of Advertising Agency of Nigeria (AAAN)
- Unit 3 Advertising Association of Nigeria (ADVAN)
- Unit 4 Newspaper Proprietors Association of Nigeria (NPAN)
- Unit 5 Outdoor Advertising Association of Nigeria (OAAN)
- Unit 6 Broadcasting Organisation of Nigeria (BON)
- Unit 7 Media Independent Practitioners Association of Nigeria (MIPAN)

Module 3 Media of Advertising in Nigeria

- Unit 1 The Print Media Sector
- Unit 2 Newspapers as Platforms for Advertising
- Unit 3 Magazines as Tool for Advertising

Unit 4	Billboards as Advertising Instrument
Unit 5	The Broadcast Media Sector
Unit 6	Radio as a Platform for Advertising
Unit 7	Television as a Special Advertising Tool
Unit 8	Advertising Through Cinema/Film/Home Videos
Unit 9	Internet and Social Media as Advertising Channels

Module 4 Advertising Campaign Execution

Unit 1	Pre- Advertising Campaign Execution Arrangements
Unit 2	Advertising Campaign Execution
Unit 3	Post- Advertising Campaign Execution Activity: Evaluation

Module 5 The Imperative of Advertising Regulation

Unit 1	APCON as a Regulatory Agency
Unit 2	Regulating Advertising: Tools at APCONs Disposal
Unit 3	Regulating Advertising: Areas Requiring Special Attention

TEXTBOOKS AND REFERENCES

Each unit is ended with a list of relevant text books. On your own as a student, you are expected to widen your search for helpful reading materials. This is a way of enhancing your scope and world view, not only of the course, but also mass communication.

ASSESSMENT FILE

You will be given an assessment file and a marking scheme. It spells out details of the work you will submit for your tutor for making. They involve the tutor-marked assignments and the written examination. The marks from the two areas will constitute your final marks. Accordingly, ensure you submit your assignments for assessment.

TUTOR-MARKED ASSSIGNMENTS (TMAs)

You will have to submit about 30 TMAs. This means one TMA for each of the units of the entire course. You are also required to attempt all the questions, and you will be assessed on all of them, but the best six performances from the (TMAs) will be used for your 30% grading. This means each will amount to about 5% or returned to 5% after grading.

When you have completed each assignment, send it together with a Tutor-Marked Assignment form, to your tutor. Make sure each

assignment reaches your tutor on or before the lifeline for submissions. If for any reason you cannot complete your work on time, contact your tutor with a valid explanation on why you need an extension. Failure to do this may result in an unpleasant and avoidable situation.

FINAL EXAMINATION AND GRADING

Since this is a three (3)-unit course, the final examination will be a test of two hours. All areas of the course will be examined. It is in your own interest to read the entire units all over again before your written examination. As earlier mentioned, the final examination will attract 70% of the total course grade. This should not be taken for granted. The examination will consist of questions, which reflects the kinds of *SAEs* and *TMA*s you have previously dealt with in the course.

COURSE MARKING SCHEME

You are expected to do four *TMA*s out of which the best three will be recorded for you. The sum of the *TMA*s will account for 30% of the overall total marks for the course as shown below.

S/N	ASSESSMENT	MARKS
1.	TMA 1	10 marks
2.	TMA 2	10marks
3.	TMA 3	10 marks
4.	TMA 4	10 marks
5.	Total for <i>TMA</i> s	30%
6.	Final Written Examination	70%
7.	Overall Total	100%

COURSE OVERVIEW

Advertising Campaign Planning and Execution is an undergraduate course for students of mass communication. It aims at emphasizing the imperative of adequate planning before advertising implementation. Accordingly, it focuses on advertising process, planning and the structural organisation of advertising environment in course focuses on the media of advertising and the advertising environment in Nigeria; the requirement for effective advertising, as well as the need for advertising regulation. You are encouraged to note the following.

Module	Unit	Title Of Module	Weeks Activity	Assessment
ONE	1-5	Imperative of Planning and Processes of Advertising	Weeks 1 and 2	1-4
	Unit 1	Meaning and Need for Planning in Advertising	Week 1	Assignment 1
	Unit 2	Processes of Advertising	Week 1	Assignment 2
	Unit 3	Research in Advertising	Week 2	Assignment 3
	Unit 4	Advertising Tripod	Week 2	Assignment 4
	Unit 5	4 Ps Marketing	Week 2	Assignment 4
TWO	1-7	Organisational Structure of the Advertising Industry		
	Unit 1	Advertising Practitioners Council of Nigeria (APCON)	Week 3	Assignment 1
	Unit 2	Association of Advertising Agency of Nigeria (AAAN)	Week 3	Assignment 2
	Unit 3	Advertising Association of Nigeria (ADVAN)	Week 3	Assignment 3
	Unit 4	Newspaper Proprietors Association of Nigeria (NPAN)	Week 4	Assignment 4
		Outdoor Advertising Association of Nigeria (OAAN)	Week 4	Assignment 5
		Broadcasting Organisation of Nigeria (BON)	Week 5	Assignment 6
		Media Independent Practitioners Association of Nigeria (MIPAN)	Week 5	Assignment 7
THREE	1-9	Media of Advertising in Nigeria		
	Unit 1	The Print Media Sector	Week 6	Assignment 1
	Unit 2	Newspapers as Platforms for Advertising	Week 6	Assignment 2
	Unit 3	Magazines as For a for Advertising	Week 6	Assignment 3
	Unit 4	Billboards as Advertising Instrument	Week 7	Assignment 4
	Unit 5	The Broadcast Media Sector	Week 7	Assignment 5
	Unit 6	Radio as a Platform for Advertising	Week 7	Assignment 6
	Unit 7	Television as a Special Advertising Tool	Week 8	Assignment 7
	Unit 8	Advertising Through Cinema/Film/Home Videos	Week 8	Assignment 8
	Unit 9	Internet and Social Media as Advertising Channels	Week 8	Assignment 9
FOUR	1-3	Advertising Campaign Execution		
	Unit 1	Pre-Execution Proper	Week 9	Assignment 1
	Unit 2	Campaign Execution Proper	Week 9	Assignment 2
	Unit 3	Post-execution Activity: Evaluation	Week 9	Assignment 3
FIVE	1-5	The Imperative of Advertising Regulation		
	Unit 1	APCON as a Regulatory Agency	Week 10	Assignment 1
	Unit 2	Regulating Advertising: Tools at APCONs Disposal	Week 10	Assignment 3
	Unit 3	Regulating Advertising: Areas Requiring Special Attention	Week 11	Assignment 4
		Revision	1 week	
		Written Examination	1 Week	
		Total Weeks	16 Wks	

HOW TO GET THE MOST FROM THIS COURSE

The Open University system is a unique system whereby the study units replace the traditional university lectures. You will, therefore, be required to study the units on your own. However, you may arrange to meet with your assigned tutor for tutorials on an optional basis at the study centre. You can also locate likeminded course mates and have interactive sessions with them.

You will have assignments at the end of every module and units. This is not different from the traditional university system where a Lecturer might give you some reading to do. The study units will tell you where to read, and which are your text materials or recommended books. You have been given enough in this course so none of you will have any excuse not to do well in this course. Each of the study units follows a common format. The first item is an introduction to the subject matter of the unit, and how a particular unit is integrated with the other units and the course as a whole. Next to this is a set of learning objectives. These objectives will help you assess your comprehension of the unit per time. They are also meant to guide your study so as to give you an all round learning experience. The main body of the unit guides you through the required reading from other sources. This will usually be either from your recommended books or from a particular reading section.

In summary, this structure is designed to bring out the best in a distance learner. However, you may still want to interact with a tutor over controversial, confusing or any other topic or issue you are finding difficult to comprehend yourself. NOUN has made adequate arrangement to see that this is resolved in the interest of the student. This is the major reason why you must visit the study centre.

FACILITATORS/TUTORS AND TUTORIALS

You will be provided with information relating to the tutor and tutorials at the appropriate time. Your tutor will mark and comment on your assignments, keep a close academic watch on your progress as well as assist you resolve any difficulties you might encounter from time to time. You must, therefore, take your *TMA*s to the study centre well before the due date (at least two working days before the expiration of the lifeline). The *TMA*s will be marked by your Tutor and returned to you as soon as possible.

Also, you are expected to contact your tutor if you need help over the following issues:

- You do not understand any part of the study units or the assigned readings;
- You have difficulty with the exercises and assignments;
- You have a question or a problem with your tutor's comments on an assignment or with the grading of an assignment.
- You have a question or problem with any part of the Course Structure which you think has not been adequately discussed in this Course Guide.

It is also expected (in your own interest) to make efforts to attend tutorials. This is the only chance to have face-to-face contact with your tutor and ask pertinent questions which are answered immediately. You can raise any problem encountered in the course of your study during the tutorial sessions. To gain the maximum benefit from the course tutorials, it is advised you prepare a question list before attending them. You will learn a lot from being an active participant in the discussions at the study centers or during tutorial sessions.

SUMMARY

The course guide is generally an overview of what you should expect in the entirety of the course. Advertising Campaign Planning and Execution- as a course, is designed to train you to become acquainted with all the vital skills and expertise required for proper and effective planning and implementation of any advertising programme on campaign. These involved advertising research, analysis and interpretation; media selection, budgeting; copywriting; recruitment of talents; production; placement and scheduling; monitoring and supervision and evaluation.

Besides, you will be exposed to some relevant organs and bodies in the Nigerian advertising industry. Also examined are such pertinent topics like advertising regulation; the regulatory body and other adjunct and sectoral organisations with the profession and industry. All these are expected to assist in building that practitioner, who will be useful in making advertising a tool for national development. We wish you success with the course and hope that you will find the learning experience captivating, interesting, and useful and worth your time.

MODULE 1 NECESSITY FOR PLANNING AND PROCESSES OF ADVERTISING

Unit 1	Meaning and Need for Planning in Advertising
Unit 2	Processes of Advertising
Unit 3	Research in Advertising
Unit 4	Advertising Tripod
Unit 5	Four <i>Ps</i> of Marketing

UNIT 1 MEANING AND NEED FOR PLANNING IN ADVERTISING

CONTENTS

1.0	Introduction
2.0	Objectives
3.0	Main Content
3.1	Meaning of Planning in Advertising
3.2	Why Advertising is Planned
3.3	Reasons for the Failure of Some Advertising Campaigns
3.4	Challenges Facing Today's Advertising Practitioners
3.5	Benefits of Planned Advertising
4.0	Conclusion
5.0	Summary
6.0	Tutor-Marked Assignment
7.0	References/Further Reading

1.0 INTRODUCTION

The task of providing sufficient and reliable information about goods and services, persuading potential consumers to patronise them and constantly reminding them of their existence is not an easy one. These goals are only achievable if necessary steps are taken right from the stage of conceptualising the advertising programme. Most crucial of all these steps and processes is planning; without adequate and effective planning, no advertising campaign or programme can succeed. Planning is, literally, laying the foundation on which the advertisement will stand. The position of planning emphasises its importance in any advertising campaign programme. Consequently, this unit clearly underscores planning as a fundamental and indispensable stage that must be, carefully, handled in order to attain the goal of successfully and profitably marketing the advertised product.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- explain planning as a segment of the advertising process
- state why advertising should be planned
- identify some factors that lead to advertising campaign failures
- highlight the challenges facing today's advertising practitioners
- discuss the benefits derivable from planned advertising.

3.0 MAIN CONTENT

3.1 Meaning of Planning in Advertising

Planning is a preliminary necessity in advertising. It can be, literally, linked to the arrangements, scheming, designing, drawing, sketching or plotting which take place before laying a formidable foundation. No wonder, Nwosu and Nkamnebe (2006: 115) see planning, irrespective of wherever it is applied, as a “guide and guardian”. It includes the versatility of critical decisions which must be taken and, effectively, implemented, if all the resources expended in the advertising programme will not go down the drain.

A vital requirement of many undertakings and human endeavours, especially if they involve management, planning is central and pivotal to effective advertising. According to Anyacho (2007:128), it “proposes strategies for targeting the audience, presenting the advertising message and implementing media”; planning, therefore, provides the needed focus, bearing and direction crucial for developing the right communication messages, selecting the suitable media and, professionally, disseminating the advertising messages to the targeted market.

As well, it provides the platform for these decisions and arrangements that will enable(in the words of Nwosu and Nkamnebe (2006:115)) systematic approach to the advertising programme, in addition to informed, rational and responsible manner of handling every stage of the process involved- from the beginning to evaluation.

3.2 Why Advertising is Planned

Several factors justify the insistence that every advertising campaign should be planned before its execution. Among the reasons are the few ones listed below.

(a) Safeguarding the investment of the advertiser

The cost of the advertisement is borne by the client who finances the programme. Planning is imperative in order to package a campaign that will lead to successful marketing of his goods or services. Only this will ensure that his profit expectations are met.

(b) Meeting the challenge of competition

Every advertising agency faces stiff competition occasioned by rival agencies, numerous media of communication and advancement in information and communication technologies in today's globalised world. To excel, planning is an essential ingredient for packaging qualitative advertisements that can withstand the competition.

(c) Satisfying consumers

In this age of enlightenment, information and social media, today's consumer- with his improved education, is no more gullible. He is wise and can make informed choices, more so as he has options, alternatives and substitutes. The advertising practitioner must, therefore, as Aliede (2005:114) puts it, be able to convince the consumer that the product is capable of meeting his needs.

(d) High cost of advertising

The cost of producing advertising campaign messages has continued to rise, steadily. Expectedly, no investor, after providing such funds, would want his resource to be unproductive. Effective planning is one way of averting such a disaster.

(e) Protecting the corporate image of the agency

While handling an advertising programme, the image and reputation of the agency is at stake. This is also true of the advertising practitioners involved, as they must prove their worth or have their professional integrity tarnished. One way of avoiding this is looking before leaping or planning before implementing the advertising programme. Every available measure that will enable the practitioners to succeed must be fully exploited and applied. This, on the other hand, is only tenable if enough planning is done.

3.3 Reasons for the Failure of Some Advertising Campaigns

Notwithstanding its pivotal position as an important component of effective advertising, it must be stressed that it is not planning only that ensures the profitable marketing of goods and services.

Advertising involves several stages and each of them is as important as every joint of a chain. All these stages must- apart from being well planned, be provided for, well produced, packaged and executed.

In addition to planning, enormous resources are needed in packaging and producing an advertisement. These range from manpower, finance, materials, logistics, infrastructure and technology. All these have to be in place in their right quantities. For some advertising practitioners, in a bid to grab some accounts, beat deadlines or to maximise profits, compromise a number of vital stages or inputs, thereby producing low quality advertisements which cannot stand the test of time. This must be watched and avoided. On the other hand, planning, which includes research, is the answer to enable the agency to collect the required data.

3.4 Challenges Facing Today's Advertising Practitioner

As a social agent in a globalised world, advertising is faced with numerous challenges. This it must overcome in order to make the right impact on a society that expects much from it. Although it is not doubtful if advertising has made its mark in contributing to our socio-economic and political development, yet the same society very often casts aspersions on advertising (Aliede, 2005). Most of these criticisms are usually centered on ethical and social responsibility considerations. Shimp (2000:70-72), O'Guinn, *et al* (1998:80-91) and Belch and Belch (1995:678-702) give these as some of the accusations against advertising.

1. Advertising is untruthful, dishonest and deceptive, often using subliminal stimulations.
2. Advertising is manipulative.
3. Advertising is offensive and in bad taste, causing irritation and distastes; for instance, advertisements of condom, abortion and contraceptive to pro- life activists.
4. Advertising promotes sexual appeals through pornography and nudity.
5. Advertising creates and perpetuates stereotypes.
6. Advertising is sometimes superficial.
7. Advertising leads to wastage and extravagance.
8. Advertising promotes materialism
- 9 Advertising makes people buy things they do not really need.
10. Advertising plays on people's fears, anxieties and insecurity
11. Advertising is often insensitive to the plight of vulnerable groups like children, women and minority ethnic groups.
12. Advertising uses vulgar language.

13. Advertising intensifies competition and increases cost of production-which is later shifted to the consumer.
14. Advertising presents fewer choices to consumers.
15. Advertising negatively influences media contents and programming.

The need to overcome these criticisms further underscores the imperative of well planned advertising undertaking. Planning entails meticulous preparation and arrangements; which then blocks the loopholes from where the attacks emanate, leading to more qualitative services to consumers.

3.5 Benefits of Planned Advertising

When effectively and professionally planned, advertising is better placed to meet the needs of its customers, consumers and stakeholders. First, other things being equal, it enables successful execution, culminating in the profitable marketing of the advertised product. Two, it meets the socio-economic needs of consumers, whose standard of living is enhanced, economically empowered and presented with better choices. Still, it provides the bulk of the funds required to finance vibrant, functional and efficient media. Above all, when well planned, the conditions for successful advertising are put in place; these, according to Bovee and Arens (1992) include the following.

1. The product must be qualitative
2. The advertisement efforts must go beyond the threshold
3. The product must have enough distinguishing features (*USPs*)
4. The price must be moderate and commensurate with the quality and quantity of the product
5. A uniform standard of quality must be maintained
6. The advertisement must reach the target market
7. The advertisement objectives must be measurable
8. It must be realistic
9. It must have a given time frame
10. The nature and expectations of the target audience/market must be understood.

Planning provides the advertising practitioner the opportunity to have the above leverages. Their prevalence, undoubtedly, means that the particular advertising message creates the necessary awareness, leads to comprehension, is convincing enough, stimulates the desire and acceptance of the credibility and efficacies of the product and as well motivates its patronage. (Aliede, 2005:104-105). Indeed, planning is the root of a well executed advertising campaign programme.

SELF-ASSESSMENT EXERCISES

- i. Show why planning is relevant in advertising.
- ii. Explain the causes of the failure of some advertisements.
- iii. With critical arguments, support or refute attacks on advertising.
- iv. How can planning be used to overcome advertising criticisms?
- v. Distinguish between planning in advertising and other professions.

4.0 CONCLUSION

In this unit, we have discussed the concept of planning as an imperative segment of advertising. It has been emphasised to you here that planning must take place before the execution of any advertising programme. It is also a necessity if the avalanche of condemnations against the profession and industry must be contained. That way, advertising will be able to serve the society and sustain its enviable social status and act as agent of change and development.

5.0 SUMMARY

The unit has focused on the meaning, needs, reasons and gains of planned advertising. It equally tackles the challenges facing the industry and how they can be solved.

6.0 TUTOR-MARKED ASSIGNMENT

- i. Explain planning as an integral necessity of successful advertising.
- ii. Show how prepared Nigerian advertising practitioners are in withstanding the challenges of today's competitive industry.
- iii. Compare the level of planning today and twenty years ago in the Nigerian advertising industry.

7.0 REFERENCES/FURTHER READING

- Aliede, J.E. (2005). "The Challenge of Professional Advertising in Nigeria". In: Nwosu, I.E., *et al.* (Ed.) *Mass Communication: One Course, Many Professions*. Enugu: Prime Targets Limited.
- Anyacho, R.C. (2007). *Advertising: Principles and Practice – the Nigerian Perspective*. Lagos: Teejay Enterprises.
- Belch, G.E. & Belch, M.A. (1995). *Introduction to Advertising and Promotion: An IMC Perspective*. (3rd ed.). Boston: Irwin McGraw-Hill.

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Nwosu, I.E. & Nkamnbe, A.D. (2006). *Triple-P Advertisings Principles: Processes, Practices*. Aba: Afri-Towers Ltd.

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UNIT 2 PROCESSES OF ADVERTISING

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Processes of Advertising
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Advertising is a process, a profession and an industry. This is a quality which often distinguishes it from other fields, just as it is an art and science. As a scientific undertaking, it undergoes some laid down procedures. It, therefore, follows systematic steps. This ensures the involvement of all necessary stages to guarantee the success of an advertising campaign.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- identify the various stages of advertising
- explain the steps and their relevance
- discuss the inputs required to carry out advertising.

3.0 MAIN CONTENT

3.1 Processes of Advertising

A fundamental knowledge every advertising practitioner must have is that of the process of advertising. It is crucial as otherwise could lead to the misapplication of resources, hence wastage of often scarce resources and the eventual failure of the campaign.

Although no two advertising programmes may require the same steps; knowing these steps, nonetheless, is very essential for all professional practitioners (Nwosu and Nkamnebe, 2006; John-Kamen, 2006 and Anyacho, 2007). The following are the processes of advertising.

1. Conceptualisation

At this very first step, what is involved is some mental exercise during which the mental picture of the product is formed. Also called ideation, it takes the form of visualising the structural and physical outlook of the production and stages of the advertisement.

2. Advertising brief

Here, the source of the product, the client, who may be the producer, manufacturer or marketer of the goods and services, provides all available information on the product. These may include- target market and their demographic and psychographic features; raw materials; production processes; attributes and qualities; competitive environment; pricing policy; promotional exercises; distribution, among others.

3. Research

Only in rare cases will the brief from the client be sufficient. This suffices this vital stage, where through investigations and data collection, the advertising agency sources sufficient information with which the product would be advertised.

4. Planning

This is the stage where all the critical managerial decisions pertaining to the effective and professional advertising and marketing of the product are made. It encompasses a number of sub-stages, as given below.

- **Budgeting-** based on the information got from the collected data, fund is appropriated to various stages of the advertising campaign.
- **Copywriting-** this involves the scripting and visualising of the advertising message, whether it is to be channeled through the print or electronic media (jingles or commercials).
- **Recruitment-** at this step, talents to feature in the production of the advertising message are selected and engaged. It could be actors, footballers, musicians or celebrities, who train, rehearse and finally perform as personas of the advertisement.
- **Media selection-** from the numerous media available to the advertising agency handling the campaign, decisions are made based on sound judgment on the most suitable channels of disseminating the advertising messages.

5. Production

The advertisement is finally produced. This entails- for instance, in the case of a television commercial: shooting, coverage, editing and packaging of the commercial. For others like jingles, print adverts (billboards newspapers, magazines or posters), the actual production takes place at this stage

6. Placement and scheduling

Arrangements are made and agreements reached between the agency and the chosen media on the timing, spaces, frequency and costs of publishing the advertising messages.

7. Monitoring and supervision

Agencies do not make payments to media organisation and go home to relax. Dutiful supervision is done to ensure that the advertisements are carried as and when scheduled and according to specifications. In the event of any mistake or error, reports are made for possible re-runs.

8. Evaluation

This is the stage of stocktaking. Agencies here appraise, review and assess the level of success or failure of the entire campaign programme. The outcome of this analysis determines the future actions of the agency.

Each of these stages is cardinal to the attainment of the goal of the advertising campaign and must, therefore, be strictly adhered to. Already, it is during planning that managerial inputs into the campaign are made, hence underlining its importance.

SELF-ASSESSMENT EXERCISE

X-ray each segment of the advertising process, pointing out the relevance of each stage to the success of any advertising campaign.

4.0 CONCLUSION

Good knowledge of these stages of advertising is very crucial to every practitioner in this field. This informed the length this unit went into highlighting the stages and their roles to the achievement of the advertising objectives. You are, therefore, expected to understand them for subsequent application of the knowledge.

5.0 SUMMARY

The unit has taken you through the stages an advertisement undergoes from conceptualisation to completion. Efforts have been made to outline their meanings and functions; you must get acquainted with these for your practical, field work.

6.0 TUTOR-MARKED ASSIGNMENT

With a named hypothetical product, show how an advertisement can be placed in national dailies while applying the processes discussed.

7.0 REFERENCES/FURTHER READING

John-Kamen, A. U. (2006). *Advertising: Genesis, Evolution, Principles, and Practice*. Enugu: Snaap Press Limited.

Nwosu, I.E. & Nkamnebe, A.D. (2006). *Triple-P Advertising: Principles, Processes, Practices*. Aba: Afri-Towers Ltd.

UNIT 3 RESEARCH IN ADVERTISING

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Research in Advertising
 - 3.2 Advertising Evaluation
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Advertising involves a lot of inputs and resources, some of which may not always be at the disposal of an advertising agency. The data or information needed to successfully execute a campaign of a given product may not be available to the agency at the outset of the business engagement. At the same time, the client may not be in position to supply such facts and figures. This scenario emphasises the place of research as the source of the statistics the agency will require to carry out professional advertising. This requires a thorough exploration that will expose students to the full appreciation of research as a vital ingredient of advertising, as well as evaluation as a platform for assessing the level of success after every advertising campaign.

2.0 OBJECTIVES

At the end of the unit, you should be able to:

- discuss the role of research in advertising
- explain why any practitioner who ignores research will fail in his campaign
- justify the need for evaluation after every campaign.

3.0 MAIN CONTENT

3.1 Research in Advertising

Advertising is a management and behavioural function, as well as a social science. This confirms an umbilical interface between it and research. As in the views of Nwosu and Nkamnebe (2006:145), it is both hard and impossible to, successfully, implement an advertising programme in this information age without research. In the same vein, it

is Aliede's position that "to meet acceptable standards today, communicators (advertising practitioners) adopt and apply modern research methods" (Aliede, 2005).

Research- as a management principle provides the data on which reliable decisions are based. At every level of advertising processes, sensitive decisions some of which involve enormous resources must be made. So, to safeguard investors' hard-earned finances, such resolutions and judgments should as a matter of necessity, be anchored on empirical evidence. In today's competitive world, guesses, hunches, intuitions, even experience, are no more adequate and reliable.

Many research methods, designs and techniques are available to today's advertising practitioner. These, when effectively applied in collecting data and statistics, yield data, which if scientifically processed, analysed and interpreted, provide the dependable information which credible decisions can be based on. Examples of such methods, are listed below (Nwosu and Nkamnebe, 2006; Anyacho, 2007, and Aliede, 2005).

- Diagnostic research
- Focus group discussion
- Projective test techniques
- Public opinion polling
- Content analysis
- Experimental
- Observation
- Strategic
- Creative development
- Exploratory
- Rating scales
- Historical
- Questionnaire
- Interviews

When their application is combined with information technologies, advertising is significantly aided. Wilcox, *et al.* (1997:125-128) cite some of them as online databases, networks, internet and World-Wide-Web (WWW). As Aliede (2005:324) sums up, these instruments:

"provide cheaper, speedier, more convenient, reliable and detailed avenues for sourcing information and data for the purpose of packaging dependable, impactful and professionally oriented communication programmes."

The importance of research to advertising can further be appreciated if it is understood that no planning can take place without data, as vital materials are sourced through research. Similarly, the high cost of advertising today and the need to satisfy the client also make research a necessity. Equally, with the high level of competition among agencies within and outside our borders as a result of globalisation and information and communication technologies, have all pushed the place of research in advertising to the front burner.

It must be mentioned that research methods, techniques and designs are as many as the multiplicity of advertising dimensions. However, the application tool at any given case and time, depends on the nature of the particular advertisement, its sophistication and available resources.

3.2 Advertising Evaluation

Evaluation is another significant segment of advertising. We look at it here so as to expose its similarities and differences with research. Although it may often connote research, it is not, realistically, research. Its need arises since the extent of achievement, of advertising goals must be measured after expending an investor's resources. It, consequently, concerns the scientific analysis and assessment of tenable gains after an advertising programme.

According to Anyacho (2007) and Nwosu (152), advertising evaluation covers such areas as- media research, cost benefit, awareness, recall, attitude, purchase, usage, intent sales data, feedback and recognition. Perhaps another means of distinguishing research from evaluation is to regard the former as a pre-event and the latter as post-event. In all, both are inevitable tools for ensuring effective advertising, moreso, in this information-driven age and in a competitive industry.

SELF-ASSESSMENT EXERCISE

- i. Define research in relation to advertising.
- ii. Underscore the role of research in advertising.
- iii. Differentiate research from evaluation.

4.0 CONCLUSION

Research has come to stay as a vital part of any advertising programme. Practitioners risk failure should they attempt to bypass data for dependable decision making. As well, evaluation is important, in order to determine the extent of performance in a given advertising campaign programme.

5.0 SUMMARY

This unit examines the role of research in modern advertising. It has been emphasised that research is a must for success in an advertising campaign. Evaluation, too, has been shown to be a complementary tool for judging the extent of performance in an advertising programme.

6.0 TUTOR-MARKED ASSIGNMENT

- i. Research is the life wire of advertising. Discuss.
- ii. Research and evaluation are inseparable twins in the advertising process; comment on this.

7.0 REFERENCES/FURTHER READING

Aliede, J.E. (2005). "The Challenge of Professional Advertising in Nigeria". In: Nwosu, I.E., *et al.* (Eds) *Mass Communication: One Course, Many Professions*. Enugu: Prime Targets Limited.

Anyacho, R.C. (2007). *Advertising: Principles and Practice the Nigerian Perspective*. Lagos: Teejay Enterprises.

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Wilcox D. L., Ault, P.H., & Ages, W.K. (1997). *Public Relations: Strategies and Tactics*. New York: Longman.

UNIT 4 THE ADVERTISING TRIPOD

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Meaning and Functions
 - 3.2 Structural Interface
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Advertising tripod is one of the structural components from which advertising can be looked at. A concept involving a tripodal or triangular outlook, it is made up of the three cardinal components or elements whose full participation determines the functioning and success of advertising. Their key roles and cohesive relations end in the actualisation of the advertising process. These are our major concerns in this unit.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- identify the components of the tripod
- explain their individual roles in advertising.

3.0 MAIN CONTENT

3.1 Meaning and Functions

The tripod is made up of three key elements. These include the client, agency and the media. As a student of this course, you should know this, as it is made up of the main institutional framework which enables advertising to take place. For advertising to, fully and successfully take place, the three have to effectively play their roles.

- **Client**

The client is the originator of the advertised product. A manufacturer, producer or marketer, the client takes his product to the agency. This is the case for the product which, through professional touch, must gain public acceptance and patronage. To advertise the product in order to

From the beginning of the business partnership to its conclusion, there must be consistent linkage, cooperation, collaboration and synergy between and among the three. Any lapse or snag anywhere causes disruption in the system, and ultimately, this may make the campaign to fail. In the words of Ozoh (1998:31), “This independence does not however obviate their general interdependence”.

It is, therefore, a union that must be sustained through active and mutual functioning. The advertiser pays the bill and provides needed information. The agency researches for more information, plans and executes the advertisement in conjunction with the media. The media provides popular avenues, programmes, space or sites with sufficient public accessibility and visibility. All these coupled with requisite managerial skills; result in the success of the advertisement, to the profit of the advertiser, credibility of the agency and satisfaction of the media.

SELF-ASSESSMENT EXERCISE

Explain the functional linkage between the three components of the advertising tripod.

4.0 CONCLUSION

The Advertising tripod is made up of triplets who must coexist and function for advertising to flourish. Often we see quacks and charlatans who bypass one or more of this tripod in presenting to the public certain advertisements; but the consequences are obvious. It can hardly succeed, however, if it does, the level will be minimal.

5.0 SUMMARY

The unit looks at the individual nature and roles the advertisers, agency and media must jointly play to succeed in implementing an advertising campaign. It exposes their inherent potentials and how they can be harnessed in order to attain advertising objectives.

6.0 TUTOR-MARKED ASSIGNMENT

- i. Show how the three elements of the tripod must work for an advertising programme to succeed.
- ii. What level of success is achievable if one of these three items is ignored?

7.0 REFERENCES/FURTHER READING

Anyacho, R.C. (2007), *Advertising: Principles and Practice-Nigerian Perspectives*. Lagos: Teejay Enterprises.

Ozoh, H. C. (1998). *Principles and Practices of Advertising*. Lagos: APCON.

UNIT 5 Four Ps OF MARKETING

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Four Ps of Marketing
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

This concept yet addresses another angle of the several essential elements, steps or actions that must be in place for advertising to be successfully executed. It illustrates some sensitive and pertinent decisions and actions that must come within the ambit of the close relationship between the agency, the media and the client. They are policy issues that must be addressed during the planning stage of an advertisement.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- discuss the four components of the marketing mix (*4Ps*)
- appreciate their pivotal roles in the marketing of products.

3.0 MAIN CONTENT

3.1 Four Ps of Marketing

The coinage, “Four Ps of marketing” clearly emphasises the obvious affinity between advertising and marketing. Also called *marketing mix*, they pertain to marketing decisions jointly taken by the account executive of the agency and the marketing manager of the client’s organisation. How well they are professionally handled goes a long way in determining the extent of recordable success in marketing of the advertised goods and services.

According to Belch and Belch (1995:6) these elements must be put together to make possible the “potential for exchange with consumers in the market place (through) an effective marketing programme”. The four elements in the mix are as follows.

Product

The first *P* stands for product. It stipulates the variety and intensity of the measures which should be taken to ensure that the product is sustainably qualitative. Right from the stage of its conceptualisation, every step must be made to translate into high quality product, which must meet the needs and desires of consumers. Everything- size, shape, taste, texture, aroma, assortment, model, economy, durability, standard, must measure up to the aspirations of the consumer of the product. It is, no doubt, a critical aspect of the mix- perhaps, the most important.

Price

Decision on the price of the product must be based on sound judgments. A number of factors should be put into consideration, among which should include the quantity and quality of the goods. The price should be commensurate with those factors so as not to scare away customers, who have other choices and substitutes. Others are prevailing economic circumstance, potential consumers' purchasing ability, competitive environment and existing control mechanisms.

Promotion

This, generally, represents all efforts geared to informing, reminding and persuading potential consumers of the product. It, therefore, encompasses advertising, public relations, publicity, promotions, advertorials, exhibitions, trade fairs. Others are plant tours, direct selling, and launching, public presentation, among others.

Place

Place, the fourth *P* stands for distribution. It advocates that the product should be distributed so efficiently to enable consumers get it conveniently at no extra costs. Efficient distribution is one of the secrets of many successful corporate organisations; a typical and local example is the Nigerian Bottling Company, producers of Coca Cola products. The direct result is that its products are accepted by all and sundry.

Some analysts advocate for a fifth *P-which* they call people. It is the contention that to succeed in carrying out the policy goals of the *4Ps*, people must play major roles. It is further argued that right from the very first process of visualising the product, it is the task of some personnel, ranging from skilled, non-skilled, technical, managerial and out of organisation staff. For optimal performance at all these levels, they should be well catered for in such areas like conducive environment, welfare, remuneration, including retirement.

SELF-ASSESSMENT EXERCISE

Discuss the linkage between the *4Ps* in successful advertising and marketing of a product.

4.0 CONCLUSION

The *4Ps* of marketing is a vital aspect of advertising and marketing processes. Knowledge of them is essential to the would-be practitioner who must know all strings to pull to achieve the goal of product communication and marketing success.

5.0 SUMMARY

The unit discusses the four elements which aid both advertising and marketing. It would have aided your appreciation of their importance.

6.0 TUTOR-MARKED ASSIGNMENT

- i. Name and explain the components of the marketing mix.
- ii. Show how the *4Ps* can be applied to the successful advertising and marketing of a new baby food.

7.0 REFERENCES/FURTHER READING

- Belch, G.E. & Belch, M.A. (1995). *Introduction to Advertising and Promotion: An Integrated Marketing Communications Perspective*. (3rd ed.). Boston: Irwin McGraw-Hill.
- Nwosu, I. E. & Nkamnebe, A.C. (2006). *Triple-P Advertising: Principles, Processes and Practices*. Aba: Afri-Towers Ltd.

MODULE 2 ORGANISATIONAL STRUCTURE OF THE NIGERIAN ADVERTISING INDUSTRY

Unit 1	Adverting Practitioners Council of Nigeria (APCON)
Unit 2	Association of Advertising Agencies of Nigeria (AAAN)
Unit 3	Advertisers Association of Nigeria (ADVAN)
Unit 4	Newspaper Proprietors Association of Nigeria (NPAN)
Unit 5	Outdoor Advertising Association of Nigeria (OAAN)
Unit 6	Broadcasting Organisation of Nigeria (BON)
Unit 7	Media Independent Practitioners Association of Nigeria (MIPAN)

UNIT 1 ADVERTISING PRACTITIONERS COUNCIL OF NIGERIA (APCON)

CONTENTS

1.0	Introduction
2.0	Objectives
3.0	Main Content
3.1	APCON: Arrow Head of the Nigerian Advertising Industry
3.2	Need for and Functions of APCON
3.3	Organisational Structure of APCON
3.4	APCON: Challenges and Prospects
4.0	Conclusion
5.0	Summary
6.0	Tutor-Marked Assignment
7.0	References/Further Reading

1.0 INTRODUCTION

The advertising industry has come a long way- in terms of age, achievements and challenges. All these have played out to its advantage, as reflected in its robust outlook, notwithstanding some inherent challenges. Although the very first means of formal advertising in the country dates back to *Iwe Irohin*, the Abeokuta located bilingual newspaper founded in 1859; modern advertising debuted with the establishment of West African Publicity Limited, later called Afromedia Nigeria Limited, by the United African Company (UAC), on August 31, 1928.

This pioneering role by the private sector continued and later saw the involvement of other conglomerates like Kingsway Stores, Nigeria

Tobacco Company Limited, Guinness Nigeria Limited, Nigeria Breweries Limited and Lever Brothers (Ajayi, 2005:14). With time, the scenario in the industry turned ugly, due to the unwholesome activities of quacks and interlopers.

This forced self-mirroring by agencies themselves. Their anxiety and concerns culminated in their subsequent quest for the incorporation and professionalisation of the industry. This was championed by the then Association of Advertising Practitioners of Nigeria (AAPN), now Association of Advertising Agencies of Nigeria (AAAN). The result was the establishment of APCON in 1988.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- appreciate the statutory responsibilities of APCON
- explain the organisational structure
- identify the strengths and weaknesses of APCON.

3.0 MAIN CONTENT

3.1 APCON: Arrow Head of the Advertising Industry

Advertising is a very sensitive, pervasive and delicate arm and kind of communication. Often intrusive and volatile, especially if subjected to misuse; it requires careful and systemic guide and mediation. Practitioners under the umbrella of AAPN noticed this on time and clamoured for a formidable organ to provide such security and leadership in the industry.

This became necessary in order to shield the field from the nefarious activities of irresponsible and unqualified practitioners. It is under this condition that advertising could fulfill its social responsibilities, and as well contribute to national development. This goal was attained with the promulgation of Act No. 55 of 1988- as amended, to regulate the practice of advertising in the country (APCON, 2003; Anyacho, 2007; and Ozoh, 1998).

The Act confers on APCON the duty of determining practitioners, standards and also the power to sanction defaulting practitioners. Accordingly, as the sole regulating body for advertising in the country, the formulation and execution of any major policy decision about the profession and industry in Nigeria falls on the council. In essence, APCON was saddled with the responsibility of policing the entire industry.

3.2 Need for and Functions of APCON

In today's information-driven society, advertising as a social agent is a key player. In countries where it has attained its rightful status, advertising is a major factor in the socio-economic and political well being and development of such areas. Such condition, no doubt, is obtainable only if advertising is professionally, responsibly, rationally and reasonably practiced by these charged with such responsibilities.

To be able to fulfill this mandate, APCON is given some specific roles as contained in the legislation that gave birth to it. In clear terms, these functions, according to Anyacho (2007:86) empowers the council to use advertising as an instrument for positive development, besides ensuring its practice is in a sanitised manner. The functions include the following.

1. Determine who are advertising practitioners
2. Setting the standards of knowledge required for registration as members of the advertising profession and reviewing them from time to time
3. Compiling and maintaining a register of practitioners
4. Regulating and controlling the practice of advertising in all its aspects and ramifications
5. Conducting examinations in the profession and awarding certificates, and
6. Performing other functions in pursuit of the above functions.

3.3 Organisational Structure of APCON

APCON has a Governing Council. It is its highest policy making organ. It is headed by a chairman and has 19 other members, with the Registrar as the secretary. Ten of these members, according Anyacho (2007:86), are selected from the statutory sectoral arms of the industry, while the remaining come from relevant organs of the society, like Ministry of Health, Manufacturers Association of Nigeria, National Council of Women Society and Consumer Protection Council. The Council is made up of committees, which include the following.

- Advertising Practitioners Investigating Panel. It probes into reports, cases and complaints brought against advertising practitioners.
- Advertising Practitioners Disciplinary Committee. It decides the level of sanctions appropriate for members of APCON found guilty of offences.

- Advertising Standards Panel. This committee ensures adherence to standards by practitioners.
- Membership and Privileges Committee. It determines and registers new members and prescribes rewards.
- Education and Training Committee. It is in charge of training and retraining of members, including organising seminars, certificate and diploma programmes.
- Administration and Finance Committee. This performs such functions as employment, promotions, among other administrative duties (Anyacho 2007:88). The secretariat of the Advertising Practitioners Council of Nigeria (APCON) is organised and structured to leverage its complementary roles of the committees of the council. It is headed by a Registrar/Chief Executive Officer. It has the following departments/sections.
 - Office of the Registrar
 - Research, planning and statistics
 - Administration and finance
 - Registration and career matters
 - Regulation, monitoring and enforcement.

APCON has membership categories that range from students to associates, full, honorary fellow and fellow.

3.4 APCON: Challenges and Prospects

Like any other organ operating in the society, APCON is not immune from the challenges which face similar corporate organisations. These challenges revolve around the efforts geared towards fulfilling its mandate. The tasks within the purview of its mandate include the following.

1. Acting as an effective regulatory authority capable of covering all nooks and crannies of this vast nation.
2. Flushing out quacks whose activities dent the image of the industry and profession.
3. Setting and ensuring improved standards of advertising practice in the country.
4. Enhanced educational opportunities for members through capacity building and exchange programmes with similar bodies elsewhere.
5. Extending its presence to other parts of the country through the establishment of more zonal offices.

6. Formulation of impactful corporate social responsibility policies with which the council would be endeared to the hearts of current and intending members.
7. Focusing more on programmes that will portray the profession as a more responsible and people oriented corporate entity, committed to national development.
8. Accrediting institutions offering advertising and similar courses.

The foregoing tasks notwithstanding, APCON has made its mark, especially in discharging its duties. Its efforts in sanitising the industry manifest in its ongoing arrests and prosecution of practicing non-members, and the establishment of zonal offices at Kano, Enugu, Owerri and Port Harcourt, among others. Expectedly, the council will do and achieve more if better equipped with requisite resources. Similarly, its members can also assist the council by practicing more responsibly, cooperatively and ethically.

SELF-ASSESSMENT EXERCISE

- i. Attempt a presentation of the history of advertising in Nigeria.
- ii. Show APCON as either a strong or weak agency.

4.0 CONCLUSION

The emergence of modern advertising in Nigeria was a natural improvement to the prevailing state of proceeds advertising in its rudimentary form, before the arrival of westernisation and modernity. Since then, it has gone through series of revolutionary changes that have boosted the industry and its contribution to national development. APCON, the advertising regulatory body again brought to its wake the needed sanity and developments. Still, more can be done to further position the profession as an agent of change and development.

5.0 SUMMARY

This unit provides you with vital insights with which to appreciate the genesis of the emergency, development, contributions, impediments and future of APCON in the country. You are, therefore, better positioned to do an objective assessment of its impact in the country, as well as add to how it can be improved to enhance its services to the people.

6.0 TUTOR-MARKED ASSIGNMENT

- i. Analyse the level of the capacity of APCON as a true agent of social change.
- ii. Critically examine the statutory responsibilities of APCON with a view to pointing out its strengths and weaknesses.

7.0 REFERENCES/FURTHER READING

Ajayi, B.O. (2005). *Understanding Outdoor Advertising*. Lagos: Fem Publicity Limited.

Anyacho, R.C. (2007). *Advertising: Principles and Practices – the Nigerian. Perspectives*. Lagos: Teejay Enterprises.

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Ozoh, H.C. (1988). *Principles and Practice of Advertising*. Lagos: APCON

UNIT 2 ASSOCIATION OF ADVERTISING AGENCIES OF NIGERIA (AAAN)

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Contents
 - 3.1 Areas of Operation of AAAN
 - 3.2 Structure of an Advertising Agency
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

The Association of Advertising Agencies of Nigeria (AAAN), formally Association of Advertising Practitioners of Nigeria (AAPN) is a foremost sectoral organ of the industry. It is made up of all registered advertising agencies in the country. Its members fought hard and pioneered the bid to institutionalise and professionalise the industry. Today, it is still a formidable and a major player in using advertising to enhance Nigeria's socio-economic and political development.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- identify the nature and functions AAAN
- explain the organisational composition AAAN.

3.0 MAIN CONTENT

3.1 Areas of Operation of AAAN

Only advertising agencies, and not individuals, are members of this association. Applicants must meet certain basic requirements in the areas of capital, staffing, accounts and infrastructure, Ozoh (1998:44). A vehement protector of the interests of the industry over the years, AAAN has a secretariat, with its members spread across the country (APCON, 2003:102).

The body affords its teeming members opportunity for mutually beneficial relationship that often extends beyond its confines. Its numerous functions (Anyacho, 2007:66-67) centre on enhancing,

promoting and consolidating advertising practice and professionalism through strict insistence on responsible practice. The agency is organised in such a manner that it has adequate supervisory power over its members. It has, as Anyacho (2007:66) has noted, a patron, vice patrons, president, vice-president, treasurer and other executive positions.

Its members, who must also belong to APCON- the regulatory agency of the industry, are classified as full and associate members. They mandatorily must adhere to the code of the association; ensure high standards and responsible practice.

3.2 Structure of Advertising Agencies

Advertisers and clients rely on advertising agencies to realise their advertising dreams. Composed of professional and seasoned practitioners, an agency renders services to clients by advising customers, planning, preparing and scheduling their communication messages in the media and other related functions.

To achieve the goal of effective services to their diverse clients, advertising agencies are departmentally structured. Each department is headed by a director or personnel of that rank and is answerable to the Chief Executive Officer of the advertising organisations. The following are the departments of advertising agencies according to (Ozoh, 1998:3) and (Anaycho, 2007:27)

Client services or 'key account' department

The department coordinates controls and handles all business relationships between the agency and the clients, among other responsibilities. It is the link between the agency and the client and directly handles the specific execution of client's direct products or brands, to ensure harmonious and profitable outcomes

Media department

Among others, it plans, selects and liaises with the media. At the same time it schedules, places, monitors/supervisors the execution of the advertising campaign.

Creative department

The work of the department includes visualisation, copywriting, graphic arts strategising and others.

Production department

This handles the production of approved advertising materials to specifications, and in tune with clients' expectations.

Finance department

This is in charge of the agency's financial undertakings, including receipts of income, payments and purchases, salaries, wages, pensions, gratuities, among others.

Administration department

This handles the day-to-day affairs of the agency, including recruitment, discipline, promotions, retirement and rewards.

Research

It is its duty to- through inquires and investigations, collect data with which customers' services are rendered effectively and credibly. It often works closely with the creative department. It is worthy to note that an agency does not have definite number of departments. What each has, primarily, depends on its financial endowments, focus, among other factors. Some can ever afford to have a department of public relations; others may situate it in the *CEO's* office or in the administration department.

Meanwhile, advertising agencies can be divided into two categories. One is full service agencies. This is so fully endowed with operational resources to virtually meet all cliental demands (Bovee and Arens, 1986; Ozoh, 1998; and Anyacho, 2007). On the other hand, non-full services agencies do not do the same. They rather specialise in some specific areas. Examples are creative boutiques, media planning, research, media buying, and strategic planning. Glaring instance are the now rampart media independent agencies, which concentrate and specialise in specific service areas.

4.0 CONCLUSION

The agency is a life wire of the advertising industry in any country. This explains the coveted position of the Association of Advertising Agencies of Nigeria. It has not only championed, but also assiduously worked for the professionalisation of the dynamic industry. To perform such roles, agencies are uniquely and functionally structured. That way, AAAN has played key roles in Nigeria's economic, social and political development.

5.0 SUMMARY

This unit prepares the ground for you to understand the nature, organisation and functions of advertising agencies, particularly their umbrella body- the Association of Advertising Agencies of Nigeria (AAAN).

6.0 TUTOR-MARKED ASSIGNMENT

- i. Trace the up-to-date history of AAAN.
- ii. Discuss the structure and functions of AAAN.
- iii. How do the departments in an agency assist it to perform its functions?

7.0 REFERENCES/FURTHER READING

Anyacho, K.C. (2007). *Advertising: Principles and Practice. The Nigerian Perspective*. Lagos: Teejay Enterprises.

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Bovee, C.L. & Arens, W.F. (1986). *Contemporary Advertising*. Boston: Richard D. Irwin Inc.

Ozoh, H.C. (1998). *Principles and Practice of Advertising* Lagos: APCON.

UNIT 3 ADVERTISING ASSOCIATION OF NIGERIA (ADVAN)

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Formation of *ADVAN*
 - 3.2 Organs of *ADVAN*
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

The Advertising Association of Nigeria (*ADVAN*) is made up business and other corporate bodies which make use of advertisements in promoting their businesses. To be able to have influence in the decision process of the advertising industry, they came together. Some of its members include the big names in Nigerian manufacturing and service industries. It is a sectoral arm of the advertising industry.

2.0 OBJECTIVES

At the end of the unit, you should be able to:

- state the members of *ADVAN*
- discuss their roles and functions in the industry.

3.0 MAIN CONTENT

3.1 Formation of *ADVAN*

ADVAN is a child of circumstance. In the 1990s, according to Anyacho (2007:60), multinational corporations which spend much money in their promotional activities felt the need to be on their own. They consequently established this body. The formation asserted their position as key financiers of both agencies and the media. It also enabled them to cut down their expenditures. They also bypassed the big boss postures of some advertising agencies, and “seek to protect the collective interests of advertisers”, (Ozoh, 1998:30).

Some of its members include Guinness Nigeria Plc, Uniliver Plc, Cadbury Nigeria Plc, UAC Foods, NICON Insurance Plc, Coca Cola

Nigeria Plc, Nestle Foods Plc. Others are big banks like First Bank Nigeria Plc, Union Bank Plc, UBA Plc, among so many others. One can guess the level of their annual investment within the industry. They are thereby able to assert their overwhelming influence being the key financiers of the industry and directly and indirectly, the national economy.

3.2 Organs of ADVAN

The Advertising Association of Nigeria (ADVAN) is, structurally, tailored to its other counterparts in the advertising industry. It is made up of the General Meeting, Executive Council and Trustees. *ADVAN's* administrative and policy making fall within these structures- with constitutions to back up their powers (Anyacho, 2007:61). This way, the body is a formidable force, represented in APCON and exerting influence on agencies, the media and the entire Nigeria advertising industry.

SELF-ASSESSMENT EXERCISE

Discuss the structure and membership of ADVAN.

4.0 CONCLUSION

ADVAN, is an important arm of the Nigerian advertising industry, having made its mark. It is a sector every practitioner must know and recognise. Such knowledge leads to one's eventual understanding of the executive involvement of many powerful companies in the affairs of the entire industry.

5.0 SUMMARY

This unit has made some insightful presentation on *ADVAN*. It includes how it came into being and its organisational structure.

6.0 TUTOR-MARKED ASSIGNMENT

- i. What were the circumstances which prompted the formation of *ADVAN*?
- ii. Has the association lived up to its billing?

7.0 REFERENCES/FURTHER READING

Anyacho, R.C. (2007). *Advertising: Principles and Practice-The Nigerian Perspective*. Lagos :Teejay Enterprises.

Ozoh, H.C. (1998). *Principles and Practice of Advertising*. Lagos: APCON

UNIT 4 NEWSPAPER PROPRIETORS ASSOCIATION OF NIGERIA (NPAN)

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Brief History of *NPAN* and Organs of *NPAN*
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

This is another prominent sectoral organ of the country's advertising industry. It comprises the main newspaper and magazine publishing organisations in the country. Its newspaper segment pioneered modern advertisement in Nigeria, via the first newspaper in the country, *Iwe Irohin*, which was founded in 1859. Having being in existence for over 150 years, the print media has come a long way. Therefore, fortified with expertise, resources, technical know-how and experience, the sector, is no push over in product promotion.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- explain the background of the print industry in Nigeria
- discuss its organs and contributions to the economy.

3.0 MAIN CONTENT

3.1 Brief History of NPAN

To broaden, harmonise, articulate and formalise their contributions to the advertising industry, proprietors of newspapers and magazine in Nigeria formed this body. The entity, *NPAN* is positioned to protect and champion the cause of its members within the advertising industry. It started in 1962 with an initial membership of eight. With members in all states of the federation, *NPAN* is today a force to reckon with in the advertising sector. With the association, an umbrella is in place for these print media owners through which to air their views on issues of national importance. Newspapers and magazines are endowed with

features of documentability, retrievability, colour presentation, flexibility, among others; *NPAN* is therefore bound to continue to occupy a privileged place among the stakeholders of this vital industry.

The association, according to Anyacho (2007:76), is made of these components- board of trustees, executive council, secretariat and committee. These strategic structures are effectively harnessed, alongside its dynamism, resourcefulness and experience, to consolidate and enhance its enviable position in the industry. This is in addition to its collaborative sss industry.

4.0 CONCLUSION

The story of Nigerian industrial and business sectors cannot successfully be told without a special place for *NPAN*. As a sector that modestly commenced its long journey, the print media sector today is the toast of its rivals in terms of achievements, resources and prospects. It is, no doubt, more poised to continue to play useful roles towards the growth and development of the industry and country.

5.0 SUMMARY

The unit shows the features, strengths and prospects of *NPAN*. Knowledge of *NPAN* further provides information on the managerial skills and dexterity that has continued to sustain the sector from as far as the colonial period. It is a treasure to future print media practitioners and owners.

6.0 TUTOR-MARKED ASSIGNMENT

- i. Trace the history of the origin of *NPAN*.
- ii. Compare the organisational structure of *NPAN* and, at least, one similar body.

7.0 REFERENCES/FURTHER READING

Anyacho, R.C. (2007). *Advertising: Principles and Practice-The Nigerian Perspective*. Lagos: Teejay Enterprises.

UNITS 5 OUTDOOR ADVERTISING ASSOCIATION OF NIGERIA (OAAN)

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Organs of *OAAN*
 - 3.2 Goals of *OAAN*
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Advertising, in its modern organised form in Nigeria, began under this sector; that was West African Publicity, in 1928. Owned by UAC, it advertised in form of outdoor and ordinary/conclusion methods, which have grown into a sectoral organ- powerful enough and playing outstanding roles in the Nigerian advertising industry. The uniqueness of its advertising tools has visibly underscored the position of *OAAN* in Nigeria.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- distinguish the peculiar role of *OAAN*
- explain the structural outlook of *OAAN*.

3.0 MAIN CONTENT

3.1 Goals of OAAN

According to Ozoh (1998:71), *OAAN* aims at safeguarding the business and other interests of its continent members, the industry and the profession. Anyacho (2007:78-79) agrees with him and goes on to include other goals such as- standardising outdoor advertising practice, regulating the sector, protection from harsh laws, promotion of beneficial legislations and collaborative efforts with governments and others in order to improve the well being of the sector.

OAAN pursues these aims through its code of conduct formulated to ensure healthier relationship between and among its members. This is

important in the face of the prevailing avalanche of human, natural and legislative factors affecting the practice of outdoor advertising at all levels of government. The approach has, however, paid off as the body has been able to pursue its statutory social and professional responsibilities notwithstanding the hurdles. Still, challenges persist, in the opinion of Anyacho (2007:51). These include excruciating legal, extra-judicial measures, over taxation by government and non-conformity to rules by members.

3.2 Organs of OAAN

The body is made of a secretariat, an executive and nine other committees. The committees are- membership, billboards monitoring, guidelines enforcement, government relations; others are business relations, corporate and disciplinary, publicity and education, research and development, and finance and administration. The sector has gone through a number of changes since 1928, from West African Publicity to Lintas and Afromedia, to four other private sector members, namely- NTC Ltd, Nigeria Breweries Ltd, Lever Brothers Ltd and Guinness Nigeria Ltd, who jointly formed the Outdoor Advertising Contractors Association of Nigeria (OACAN).

As its membership greatly increased in the 1980s and 1990s so did its challenges. These include hostile government measures, members' self-inflicted repressions through offensive billboard messages, among others. Still, the association continued to weather the storm, by adopting collective approach to solve some of the problems. In 1984, it removed from its name the word "contractors", and remained with Outdoor Advertising Association of Nigeria (OAAN). It has, like others, made its mark in using the advertising industry to uplift the country (Ajayi, 2005:18).

SELF-ASSESSMENT EXERCISE

Discuss the peculiar circumstances *OAAN* has faced since inception and how it overcame them.

4.0 CONCLUSION

Outdoor advertising has its unique attributes. Such peculiarities tend to emphasise the challenges facing *OAAN*. It has, however, used its evolutionary experience to tackle some of these. Though some challenges still exist, the sectoral body has not allowed them to derail in focus, but it has continued to assist in Nigeria's development.

5.0 SUMMARY

OAAAN has come a long way. Its long experience has also been very useful in tackling its numerous challenges. It has shown it will continue to adjust with time. Future practitioners should follow these trends of events in this sector of the industry.

6.0 TUTOR-MARKED ASSIGNMENT

- i. Trace the brief, but eventful history of *OAAAN*
- ii. Show how its structure has aided its resilience.

7.0 REFERENCES/FURTHER READING

Ajayi, B.O. (2005). *Understanding Outdoor Advertising*. Lagos: Fem Publicity Limited.

Anyacho, R.C. (2007). *Advertising: Principles and Practice-The Nigerian Perspective*. Lagos: Teejay Enterprises.

Ozoh, H.C. (1998). *Principles and Practice of Advertising*. Lagos: APCON.

UNIT 6 BROADCASTING ORGANISATION OF NIGERIA (BON)

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Background of *BON*
 - 3.2 Organs of *BON*
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Before the inception of *BON*, there was no central body under which broadcast houses would speak with one voice. However, chief executives of federal and state-owned broadcast houses- radio and television stations, met occasionally as the need arose. According to Anyacho (2007:83), such meetings were not a sufficient forum with which the needed goals would be achieved. The need for such a formidable organisation such as *BON* then became imperative. Stakeholders in the sector continued to yearn for a day such a dream would come through. Eventually, it did in 1988, through the instrumentality of the then Minister of Information, Prince Tony Momoh.

2.0 OBJECTIVES

At the end of this unit, you should be able:

- narrate the historical background of *BON*
- explain the functions of *BON*
- discuss the structural outlook of *BON*.

3.0 MAIN CONTENT

3.1 Background of *BON*

An earlier attempt to form this kind of body failed in 1973. At a meeting of all the broadcasting stations in the country to discuss how best to collectively cover the All African Games, for cost effectiveness and efficiency, which Nigeria hosted that year. The meeting resulted in the formation of the Broadcasting Organisation of Nigeria (BON). Nigeria

was to later in 1977 host another international event, *FESTAC*. The experiment, however, ended after the execution of the immediate programme. In 1988, Tony Momoh resurrected the idea during a meeting of broadcasting stations' managers. This time the idea came to fruition as *BON* was formed.

BON pursues such goals as providing forum for discussion, advising government on broadcasting issues, avenue for cooperation among stations, embarking on training and research, setting standards for and superintending the activities of its members (Anyacho, 2007:83). On the deregulation of the broadcast sector in 1992, through Decree No. 32, private broadcast stations came on stream. They joined *BON*, hence it is no more the exclusive preserve of government owned radio and televisions stations.

3.2 Organs of *BON*

The Broadcasting Organisation of Nigeria (*BON*) has the following organisational structure.

1. General assembly
2. Central working committee
3. Sub-committees
4. Technical
 - a. Finance
 - b. News and programme
 - c. Legal
 - d. Commercial
5. Zonal groups (A-F)

The membership of *BON* is on institutional basis and not individual. The organisation provides its members the opportunity to work as a group and collectively handle any challenges facing the broadcasting industry. It also affords a forum for tackling one of *BON*'s problems- advertising agencies indebtedness to member stations (Oroh, 1998:68). *BON* is a no mean force in the Nigerian advertising industry, and consequently occupies an enviable place in *APCON*.

SELF-ASSESSMENT EXERCISE

- i. What goals informed the formation of *BON*?
- ii. Explain its organisational structure?

4.0 CONCLUSION

The formation of *BON* though late, meets an important goal of providing a forum for the interaction and policy formulation of a major arm of the advertising industry i.e. broadcasting. With its occupation of this rightful place, now, in conjunction with similar sectoral organs, it assists *APCON* in stipulating standards, controlling and regulating practice in order for it to be a vehicle for national development and transformation.

5.0 SUMMARY

The unit affords the student the chance of understanding the need for the emergence of *BON*, its goals functions and organisational structure. It, therefore, adds to the wealth of knowledge you need to have as a potential practitioner in a very sensitive industry like advertising.

6.0 TUTOR-MARKED ASSIGNMENT

- i. Show how Nigeria's hosting of an event in 1973 eventually led to the formation of *BON*.
- ii. What is the organisational structure of *BON*?
- iii. To what extent has the organisation attained the goals it set for itself?

7.0 REFERENCES/FURTHER READING

- Anyacho R.C. (2007). *Advertising: Principles and Practice- the Nigerian Perspective*. Lagos: Teejay Enterprises.
- Ozoh H.C. (1998). *Principle and Practice of Advertising*. Lagos: APCON.

UNIT 7 MEDIA INDEPENDENT PRACTITIONERS ASSOCIATION OF NIGERIA (MIPAN)

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Emergence of MIPAN
 - 3.2 Composition of MIPAN
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

With time, it became clear that the various groups of the media and their adjuncts working under the advertising industry can hardly come into the same sectoral umbrella, for various reasons. For one, some young and upcoming agencies could hardly meet some of the stringent conditions some of the existing sectoral bodies set. Too often, the job definitions of some of the emerging professionals were difficult to classify them into some specific sectoral unit. These among some other circumstances ultimately led to the need for an independent umbrella body that would take care of the interests of these professionals.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- explain the reasons why *MIPAN* was established
- discuss the structure of the association.

3.0 MAIN CONTENT

3.1 Emergence of *MIPAN*

An atmosphere of distrust, alienation and hostility, so to say, therefore, prevailed between the big agencies in the various sectors and some ungrouped production organisations. This scenario of unhealthy relationship eventually led to the formation of Media Independent Agencies in Nigeria. This did not, immediately, end the suspicion between the major practitioners and the new body. However, as Anyacho (2007:71) notes, time healed the wound. Finally, the new body transformed into *MIPAN*.

The Media Independent Practitioners Association of Nigeria has three broad aims, namely contributing to the improvement of the quality of service delivery of the industry; empowerment of its membership and enhancing the operational environment for the association (Anyacho, 2007:71).

3.2 Composition of MIPAN

The membership of *MIPAN* is on institutional basis. It has two membership categories- associate and full member. *MIPAN* has a Board of Trustees and an Executive Council as its organs. To ensure the attainment of the goals of the new dawn, *MIPAN* places high premium on strict adherence to ethical and social responsibility on the part of members. Towards its realisation, Anyacho (2007:73) notes, that some specific key ethical issues were stressed. These include integrity, fairness, independence, objectivity, confidentiality and avoidance of misrepresentation.

Members of this body occupy important places in the advertising industry. They are involved in the production of media materials the big agencies may not care for, either because of the low cost or it is not within their scope. Consequently, they that only occupy relevant organisational positions, but also cover seemingly arid areas, which lapses can cause disruption in the industry. Their outputs bridge these gaps that would have existed in the absence of small agencies like *MIPAN* membership.

Their skillful, creative and innovative expertise have been of immense value in packaging the commercials, jingles and other communication messages that keep some small and medium media houses going financially. It is, therefore, a vital segment one of the sectoral bodies that constitute important component of the Nigeria advertising industry.

SELF-ASSESSMENT EXERCISE

- i. What are the factors that propelled the formation of *MIPAN*?
- ii. Discuss the structure of *MIPAN*.

4.0 CONCLUSION

This organisation is a child of industrial squabble. Yet, through their effective organisational ability, *MIPAN* has been able to put such policy framework into place with which it has contributed to the growth of the advertising industry and profession. With the present understanding existing between it and other sectoral bodies of the industry, the stage is

set for *MIPAN's* more contributions towards the upliftment of the industry.

5.0 SUMMARY

The unit has further illuminated an outstanding sectoral arm of the industry. A unique sector, MIPAN further provides yet an avenue for the ventilation of those bottled talents, skills, creativity and artistic endowments embodied in some practitioners who have no opportunity for expressing their endowments in the big agencies.

These and more are justifications why every student desires knowledge of the content of this unit.

6.0 TUTOR-MARKED ASSIGNMENT

- i. *MIPAN* has proved, by its antecedents, to be a critical sectoral organ of the Nigerian advertising industry. Discuss.
- ii. What qualities and attributes have aided the contributions *MIPAN* has made in the advertising industry?

7.0 REFERENCES/FURTHER READING

Anyacho, R.C. (2007). *Advertising Principles and Practice - The Nigeria Perspective*. Lagos: Teejay Enterprises.

APCON. (2003). *Advertising Annual*. Lagos: APCON.

Ozoh, H.C. (1998). *Principles and Practice of Advertising*. Lagos: APCON.

MODULE 3 MEDIA OF ADVERTISING

Unit 1	The Print Media Sector
Unit 2	Newspapers as Platform for Advertising
Unit 3	Magazines as Fora for Advertising
Unit 4	Billboards as Advertising Instruments
Unit 5	The Broadcasting Media Sector
Unit 6	Radio as a Platform for Advertising
Unit 7	Television as a Special Advertising Tool
Unit 8	Advertising Through Cinema/Film/Home Video
Unit 9	Internet and Social Media as Advertising Channels

UNIT 1 THE PRINT MEDIA SECTOR

CONTENTS

1.0	Introduction
2.0	Objectives
3.0	Main Content
	3.1 Brief History of the Nigerian Print Media
	3.2 Potentials of the Print Media
	3.3 The Future of the Print Media
4.0	Conclusion
5.0	Summary
6.0	Tutor-Marked Assignment
7.0	References/Further Reading

1.0 INTRODUCTION

Advertising is aimed at providing information to potential consumers about products, reminding consumers of their continued availability and using persuasion to convince them to patronise such products and services. These are the broad goals of advertising which is the dissemination of messages of goods and services through the media, usually paid for by an identified sponsor, persuasive in nature to a deliberately targeted audience (Bovee and Arens, 1992). A close look at the Nigerian media scene and environment shows their robust, vibrant and energetic potential as tools of advertising. All facets of the industry have since their respective inceptions proved committed and relentless enterprising partners in the business of promoting and publicising goods and services.

The print media (newspapers, magazines, billboards, posters, bulletins, journals) and the electronic media (radio, television, cinema/film/motion picture/home video, internet and now the social media, all have

combined, right from their formative stages and times of challenge, to give professional services to Nigerian industrial, business and other organisations. This has resulted in benefits, which have ensured the sustenance of the media economically, better business performance to their clients and improved socio-economic well-being of consumers.

Indeed the Nigerian media have been for long willing and ready tools for the placement of advertisement. This way, they remarkably changed the country's economic, educational, political, health, agricultural, cultural, religious and infrastructural fortunes. Their diversity, dynamism and resilience are some of the factors that aided those achievements.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- discuss the evolutionary changes in the industry
- highlight the contribution of the print media to Nigeria's development.

3.0 MAIN CONTENT

3.1 Brief History of the Nigerian Print Media

The Nigeria print media is rich and flamboyant. Parts of its secret have been its diversity, focus and sense of mission. It began as a missionary enterprise in Abeokuta, with Rev. Henry Townsend's *Iwe Irohin* in 1859, followed by the *Anglo-African* in 1862. The era regarded as the time of the early press, was followed (around 1880) with the emergence of fairly modern newspapers like Ernest Ikoli's *African Messenger* (Aliede, 2003:19).

That second era was a harbinger to another set of political and nationalist newspapers, championed by Zik's Group of newspapers, Herbert Macaulay's *Daily Service*, among others. Other chains of papers followed- Awolowo's *Daily Sketch* and later the *Daily Times*, which had the privilege of external financing.

Another period was the pre-independence era (1947 to 1960). It saw the colonial authority's overt and covert attempts to contain the caustic nationalist papers. After independence, the Federal government even attempted an experimentation of newspaper ownership via the *Daily Mirror* and a magazine, the *Citizen*. The regional governments had theirs- North, *Gaskiya Tafi Kwabo* and *New Nigerian Newspaper*; the East and the West, *Daily Sketch* and *Eastern Outlook*.

A period that began with the 1966 military intervention eventually led to the takeover of the *Daily Times* and the *New Nigerian Newspaper*. By then, the *Daily Times* had diversified, also publishing magazines like *Drum*, *Flamingo*, *Home Studies*, which provided invaluable assistance and guidance to students preparing for the WAEC examination.

Another period of enhanced private print media ownership trailed the oil boom of the 1970s. Vibrant papers and magazines emerged, such as *National Concord*, *The Guardian*, *Champion*, *Vanguard*, *Punch*, *Newbreed*, *Newswatch*, *Tell*, *The News*, *TSM*, *Source*, among others. Industrial growth, diversification and oil revenue, in addition to democratisation, saw the entrance of more papers like *Thisday*, *The Nation*, and *Daily Independent and others*. Earlier, state government owned newspapers flourished. They included *Daily Star*, *Observer*, *Tide*, *Chronicle*, *Statesman*, *Herald*, *Triumph*, *Light*, *Ambassador*, *Voice*, *Democrat*, *Nigerian Patriot*, among others.

Till date, these dailies and weeklies have been potent forces for socio-economic empowerment, growth and development through advertising, (Aliede, 2003). Their national outlooks, massive accessibility, popularity, independent treatment of issues, credibility social responsibility and wide coverage made them ready vehicles for channeling communication messages of household, consumer products, commercial, industrial, agricultural, corporate products, institutional communication and publicity to relevant audiences.

3.2 Potentials of the Print Media

The print media have numerous characteristics which place them in vantage position as channels of advertisements. In Nigeria, for instance, it has colourful diversity, longevity, wealth of experience, technical knowledge, manpower, expertise and fertile operational environment.

These positive omens, in addition to the media's attributes like flexibility, documentability, retrievability, variety, colour and illustrative displays, have aided newspaper, magazines, billboards, posters, books, journals, periodicals and others to be key players as organs of advertisement in the country. On daily and weekly basis, street newspaper stands are inundated with avalanche displays of all manners of dailies and weeklies, with shouting and screaming attractive headlines and illustrative features.

In fact, emerging industries, businesses and other corporate organisations have not only immensely benefited from the Nigerian print media sector, but also have brought to bear spectacle features that distinguish them today. The country's financial institutions (banks,

mortgage houses and insurance companies) and the booming communication service providers sector are typical examples of them.

Unimaginably, front and back covers of newspapers are adorned with flamboyant colourful illustrations of their messages, besides the use of supplements, pullouts, insertions and bills. These creative and innovative techniques have added to known traditional principles and skills of newspaper, magazine and other print media production and packaging and therefore better placed them as unique and attractive means of conveying advertising messages, to the joy of clients.

3.3 Potentials of the Print Media

The print media have come to stay as an unshakable industry at the forefront for product advertisements. This is so due to a number of factors, namely- increasing level of education and enlightenment of the press (for instance, the newly enacted Freedom of Information Act, deepening of democracy, improved communication and deregulation.

The vastness and large population of the country presents additional opportunities. These and gains of globalisation- for instance , professional and technical exchange and training faculties, all make the industry ever ready to continue to act as effective tool of advertising.

SELF-ASSESSMENT EXERCISE

- i. Give the historical background of the Nigeria print media industry.
- ii. Show those attributes that have ensured its existence for over 150 years.
- iii. Is Nigeria's print media's future bright or bleak?

4.0 CONCLUSION

More than any other institution, the country's print media industry has contributed to the improvement of her chequered history. It has sunk and swum with the citizen in their quest for nationalism, economic emancipation and democratisation. The story is the same on the social, industrial and business fronts. It, however, has benefitted from its hard work and labour, as it has financed itself from the revenue generated in the process, especially through advertising.

5.0 SUMMARY

The unit is a sketchy but a graphic presentation of the background of the print media industry in Nigeria. It also x-rays its strengths and prospect,

summing up that it has and will continue to live up to the expectations of stakeholders.

6.0 TUTOR-MARKED ASSIGNMENT

Nigeria's political history cannot be complete without mentioning the role of the print media. Discuss.

- i. Enumerate the features that have assisted the print industry to make its name.
- ii. Show how the background of the print industry has helped to guarantee its future.

7.0 REFERENCES/FUTHER READING

Aliede, J. E. (2003). "Media and Politics in Nigeria: A Historical and Contemporary Overview". In: Nwosu, I. E. (Ed.). *Polimedia: Media and Politics in Nigeria*. Enugu: Prime Target Ltd.

Bovee, C.L. & Arens, W.F. (1992). *Contemporary Advertising. (4th ed.)* Boston: Richard D. Irwin Inc.

UNIT 2 NEWSPAPERS AS PLATFORM FOR ADVERTISING

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Strengths as a Tool of Advertising
 - 3.2 Weaknesses as means of Advertising
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

The unique features of Newspapers- like massive readership, popularity, attractiveness, reliability and documentability, combine to make them veritable tools for advertising. No wonder its longevity has not, negatively, affected its utility and credibility. Yet, it still has some inherent weaknesses. They are negative variables students of advertising and journalism must be acquainted with.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- point out the positive features of newspaper- as vehicle for advertising
- discuss their weaknesses as tools of advertising
- observe areas newspaper can be improved to enhance their operational capacity.

3.0 MAIN CONTENT

3.1 Strengths as a Tool of Advertising

As a medium of advertising, newspaper has some advantages. These include the following.

a) Variety of advertisement

Newspapers have capacity to accommodate different kinds of advertisements including display, classified, public notices, advertorials, products, supplements and inserts (Ozoh, 1998; and Anyacho, 2007).

- b) **Massive outreach**
Newspapers are widely read and in a vast country like Nigeria, the readership can be staggering, especially if the level of literacy rate is high.
- c) **Daily and weekly appearance**
With its daily frequency of appearance, newspapers repeatedly carry advertisements or fresh ones as is the case in aggressive campaigns, thereby acquainting the audience with the advertising message.
- d) **Flexibility**
The medium can easily adjust to change that may occur in the process of advertising a given product. This enables it to meet the demands of the time and still satisfy the aspiration of the client.
- e) **Newspaper is transferable**
A single copy can be read by so many people, thereby exposing them to the advertisements contained.
- f) **Provides more detailed information**
When an advertisement occupies a full page of a newspaper, chances of using it to provide exhaustive message of the product is there.
- h) **Permanency**
Advertisements on newspapers can be stored and documented for future retrieval.
- i) **Application of colour**
This enables advertisements to be often flamboyantly and aesthetically illustrated making them more attractive and appealing to the target audience.

3.2 Weaknesses as Means of Advertising

Its numerous merits notwithstanding, newspapers have some disadvantages as a tool of advertising; according to Aliede (2003:17-30), they include the following.

- a) **Elitism**
In order to satisfy their educated audience, newspapers often concentrate on contents that do not appeal to or serve the interest of the other classes. The audience is ,accordingly and unduly, segmented.

- b) Linguistic barrier**
Since it is only the educated who can read newspapers, this further limits the audience.
- c) Visual quality only**
It does not have audio quality like the electronic media and excludes the blind.
- d) Absence of musical value**
Music and melody complement and enhance the efficacy of advertising as seen in commercials and jingles. Newspapers lack this feature, which is intrinsic obtainable in the electronic media.

SELF-ASSESSMENT EXERCISE

- i. Discuss the way newspapers attract their audience.
- ii. Show how the medium can enhance its readership and advertising audience.

4.0 CONCLUSION

Some attributes make newspaper outstanding as a medium of advertising. These features have for ages presented the medium as a beautiful bride to corporate organisations, which use them for promoting and publicising their goods and services. As well, they have some disadvantages, which their operators still overcome in order to enhance the medium effectiveness as a tool for advertising.

5.0 SUMMARY

The unit provides you with two sides of the coin. It is an area you must understand as a necessary guide in advertising practitioner's choice of advertising media.

6.0 TUTOR-MARKED ASSIGNMENT

- i. What are those qualities that distinguish newspapers as media of advertising?
- ii. Show the inherent disadvantages and how they can be overcome.

7.0 REFERENCES/FURHTER READING

- Aliede, J. E. (2003). "Media and Politics in Nigeria: A Historical and Contemporary Overview". In: Nwosu, I. E. (Ed.). *Polimedia: Media and Politics in Nigeria*. Enugu: Prime Target Ltd.
- Anyacho, R. C. (2007). *Advertising: Principles and Practice- The Nigerian Perspective*. Lagos. Teejay Enterprises.
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UNIT 3 MAGAZINES AS FORA FOR ADVERTISING

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Strengths of Magazines as a Tool of Advertising
 - 3.2 Weakness of Magazines
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Magazines are the most prestigious of all the publication in the print industry. This has given it some outstanding position and elegance which make it the toast of advertisers. This is besides the fact that at the same time it has most of the qualities of newspaper.

The medium is in a class of its own, with room for divergent genre which serve the interest of different groups of its large audience. Its colourful and entertaining nature, too, has endeared magazine to so many readers.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- distinguish between magazines and other components of the print media
- discuss the strengths of magazine as a medium of advertising.

3.0 MAIN CONTENT

3.1 Strengths of Magazine as a Tool for Advertising

Ozoh (1998:64) and Anyacho (2007:42) have indicated the following as the merits of magazine as a tool of advertising.

- a) **Documentation**
The packaging of magazines makes them easily storable. That increases its potential as a tool of advertising.

b) Colouration

Magazines lavishly use colour for illustration and embellishment. This makes them attractive and appealing to a wide spectrum of audiences; young, old, and different genders. It also engenders the mediums elegance and high profile that places magazine higher than other print media.

c) Serves many purposes

Magazines serve such purposes of information, education and entertainment. These place them in a position to appeal to different classes of people for advertising variety of products-consumer, business, industrial, trade, agriculture, professional and institutional.

d) Transferable

As a result of the appeal, copies of magazines are read and transferred to other readers, over and over, thereby enhancing the advertising capacity.

e) Specialised audience

Several classes of readers crave for magazine. Hence, there are professional magazines, fashion, motoring, entertainment, housekeeping, gardening, among others. All these present opportunities for advertising different kinds of goods and.

3.2 Weaknesses of Magazine

Here, let us look at a number of disadvantages.

a) Very expensive

The high cost of production heightens the cost of placement of advertisements on magazines.

b) Lack of flexibility

This is the case and therefore limits both the advertising patronage and the audience.

c) Lower circulation

As a result of the lower patronage, compared to newspaper, vendors are often very reluctant to circulate some magazine.

SELF- ASSESSMENT EXERCISE

- i. Distinguish magazine from newspaper as a tool of advertising.
- ii. How do the qualities of magazines affect their patronage?

4.0 CONCLUSION

Magazine is clearly an outstanding medium. Its classic qualities endow it with numerous advantages which make it a darling of advertisers. As modern technologies pave way for the production of more qualitative magazines, the more advertising message sponsors will see it as a means of reaching their various customers and consumers.

5.0 SUMMARY

This unit x-rays to you the advantages and disadvantages peculiar to magazines. You have, therefore, been presented with those reasons why advertisers go for magazine either in preference to, or in combination with other available media.

7.0 TUTOR-MARKED ASSIGNMENT

- i. Name and explain the advantages which make magazines the toast of advertisers?
- ii. What makes magazine outstanding as a print medium?
- iii. What disadvantages are inherent in magazine as a tool of advertising?

7.0 REFERENCES/FURTHER READING

Anyacho, R.C. (2007). *Advertising: Principles and Practice - The Nigerian Perspective*. Lagos. Teejay Enterprises.

Ozoh, H. R. (1998). *Principles and Practices of Advertising*. Lagos: APCON.

UNIT 4 BILLBOARDS AS ADVERTISING INSTRUMENT

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Merits of Billboard as an Instrument for Advertising
 - 3.2 Demerits of Billboards
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Outdoor advertisements or billboards have very unique variables which differentiate them from others. These characteristics also determine their profile as well spell out the advertising functions they perform in their service to clients. These clear distinctive features are discussed in this unit. As well, the disadvantages involved in the medium are worthy of note as they guide advertisers and practitioners in their choice of advertising media.

2.0 OBJECTIVES

At the end this unit, you should be able to:

- identify the special features of outdoor advertising
- explain the merits and demerits of the medium.

3.0 MAIN CONTENT

3.1 Merits of Billboard as an Instrument of Advertising

Certain features differentiate this medium from others. These, according to Ajayi (2005: 69-70), include- versatility and flexibility, corporate impact, colour and wide coverage. These attributes also translate to its advantages, according to Anyacho (2007:51-52) and Ozoh (1998:69); let us consider a few.

a) Strategic positioning

Its nature allows for strategic site selection to enable it target the audience. Their locations in city centres, corners, markets and

similar places are guided by this factor and lead to maximised exposure and accessibility.

b) Colouration

Billboards use colour, adroitly, to provide background illustration, aesthetic goals, beauty and highlight unique images, among others. These make the medium very attractive and lively.

c) Larger than life

The sizes of billboards are often as much as 300x30 inches and therefore able to present images larger than reality. This multiplies the visibility of the advertised product even from far distances.

d) Environmental beautification

They add beauty and aesthetics to the environment.

e) Lower cost

It has been adjudged to be relatively cheaper than other media like television, radio or newspaper, when valued from the point of view of viewers per thousand.

f) Steadiness

The permanence of the position billboard occupy adds to its advantage. This is opposed to the transient nature of some other media messages like radio, television and motion picture.

g) Apt message presentation

Billboard's message is apt, precise, and concise and to the point, as it serves people who are often in motion. It talks less.

3.2 Demerits of Billboard

The disadvantages of this medium are as listed below.

a) Exposure to hazardous weather conditions

Rain, sunshine, harmatan, storms, hurricanes and floods are parts of the unfriendly atmospheric problems billboards face. Others are fire from bush burning; defacing, demolition and damages from miscreants.

b) Poor exposure

The message may not be discernible if a passer-by cannot clearly read it. For instance, a billboard on the highway may give motorists meaningful information of the advertised product.

c) Restrictions

Billboards may not be allowed in certain areas, according to Ajayi (2005:73); often, governments do this for environmental, security or traffic reasons.

d) Destruction by governments

This is rampant in major towns of the country, like Lagos and Port Harcourt and constitutes a major concern to *OAAAN*.

e) Operational cost

The area is becoming more sophisticated, alongside the materials and construction of the boards. This, therefore, escalates the cost of their operation. This has continued to reduce the size of patronage of this medium.

SELF-ASSESSMENT EXERCISE

- i. What are the peculiarities of billboards as a means of advertising?
- ii. Compare the merits of billboards with those of magazines.

5.0 CONCLUSION

Outdoor advertising occupies a special place in the advertising industry. This is so in terms of the advantages, which are however almost overshadowed by some existing disadvantages. These challenges must be grappled with by the Outdoor Advertising Association of Nigeria (*OAAAN*); still, the bountiful contributions of the sector to the growth of the advertising industry in Nigeria are not in doubt.

6.0 SUMMARY

Insights are provided in this unit on the special place of the outdoor sector in the growing advertising industry. The unit also focused on the advantages and disadvantages of billboard as a medium.

6.0 TUTOR-MARKED ASSIGNMENT

- i. What are the special features of the outdoor advertising?
- ii. Refute the argument that its disadvantages outweigh the advantages.
- iii. Make a comparative analysis of the merits of outdoor and magazine advertising.

7.0 REFERENCES/FURTHER READING

Ajayi, B.O. (2005). *Understanding Outdoor Advertising*. Lagos: Fem Publicity Ltd.

Anyacho, R.C. (2007). *Advertising: Principles and Practices-the Nigerian Perspective*. Lagos: TeejayEnterprises

Ozoh, H. C. (1998). *Principles and Practice of Advertising*. Lagos: APCON.

UNIT 5 THE BROADCAST MEDIA SECTOR

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Background of the Broadcast Industry
 - 3.2 Potentials of the Broadcast Sector
 - 3.3 Prospects of the Broadcast Sector
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 Reference/Further Reading

1.0 INTRODUCTION

Broadcasting started at a rudimentary level in Nigeria, 80 years ago. Since then, it has gone through numerous revolutionary changes, at the same time being a key player in Nigeria's governance, politics and development. First established by the colonial authorities in 1932, it has subsisted through several democratic dispensations, military rules, both at peace and crises moments. Through federal, regional to state governments, radio, television and the electronic media have been relevant partners in progress in all facets of the country life and advertising in particular.

The sector, from inception, was an exclusive privilege of the government. This lasted till 1992, when it was deregulated. Today, so to speak, it is an all comers field with the federal, state, individuals and corporate institutions operating within the broadcasting media sector, even at community levels.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- describe the genesis of the broadcast sector
- explain its role in Nigeria's development
- discuss its potentials as a tool of advertising.

3.0 MAIN CONTENT

3.1 Background of the Broadcast Industry

The sector started in Nigeria as a wired mechanism called Radio Diffusion Service. Information was relayed through to subscribers, first in Lagos, and later some other towns in the country. It was later transformed into Nigerian Broadcasting Service. Another change made it Nigerian Broadcasting Corporation, and later in 1976 it became Federal Radio Corporation of Nigeria (FRCN). Meanwhile, from three regions to the current 36 states, each state sees the establishment of radio as a necessity, Aliede (2003:30-35). In 1992, individual were authorised to own radio and television, thus Ray Power, the first private station in Nigeria, went on air in 1994.

Television service started in Ibadan by Chief Obafemi Awolowo, following a disagreement over the application of the NBC; that was in 1959- the first in black Africa. Other governments followed and today we have television stations in every state capital. Broadcasting has grown from regions to states, now to private stations, including community and training stations- for example, educational institutions like UNILAG, Madonna, Caritas, among other universities.

Another aspect of the electronic media which was very popular in the 1960s was cinema; also called motion picture or film. Cinema is fast losing its steam, perhaps as a result of home video and other interactive and personalised social media. It was then an exciting and vibrant means of mobilisation and advertising.

Internet is another prominent entrant into the broadcast media industry. Full of innovation, followership, opportunities and dynamism, the internet has taken the world by storm and making tremendous inroads into other areas due to its diverse features. It, therefore, portends a lot for the advertising industry when all it represents are fully harnessed.

3.2 Potentials of the Broadcast Sector

Apart from their dynamism and diversity, the broadcast media have numerous potentials which accord them enormous respect as tools of advertising. Their demonstration ability, education, information and entertainment functions place the sector in vantage positions too. Besides, the media's audio (radio) and audio-visual qualities (television, cinema and internet) make the sector enticing, attractive and hot cake as means of projecting goods and services to buyers.

In the same vein, the reach is massive and tremendous, unequalled by other contending media. This gives them an edge. Their global reception and appeal rank the electronic media high. Similarly, their quality of linguistic barrier breakage is yet another outstanding distinction. Their programmes and contents can be tailored to reach any segment of their audience in any language. This offers unimaginable boost to their teeming audience. Indeed, the audience of the media can only be guessed and estimated. It cuts across diverse socio-cultural, religious-political spectrum which broadcast media managers can only speculate.

In addition, by its nature, the electronic media are invisible penetrators whose effects and influence are intrusive, persuasive and hardly checkable. They are electronically transmitted through the air waves and receivable anywhere, any time. This apparent “barrier less” feature clearly places the broadcast media as the toast of discerning advertisers who want to take full advantage of this merit and reach their diverse audiences wherever they are, irrespective of their background and status.

3.3 Prospects of the Broadcast Sector

The inherent qualities of this sector, going by their number and impact, speak volumes of the future of the sector in the scheme of advertising and other areas they are needed as platforms for human, societal and national development. They are the media of the future.

This unique position of the broadcasting media partly stem from their direct link to science and technology. Numerous breakthroughs in the two areas in past century have brought enormous leverages, innovations and positive changes to broadcast media application, use and utility into diverse spheres- communication, education, health, agriculture, military, to name but a few. This is not expected to abate, but rather multiple to the benefit of broadcast operators, advertisers and the end users, consumers.

In fact, the fear in some quarters, though still controversial, is that the broadcast media will overshadow the print media sector. However, this turns out to be, for now both sectors are playing symbiotic and synergistic and complementary roles towards societal development, advertisers’ satisfaction and improvement of the conditions of the consumer. Hence, the future is bright, as the media strive and improve their capacity of giving the consumer the opportunity for informed, wise and rational choices.

SELF-ASSESSMENT EXERCISE

- i. Show the broadcast media as partners in progress with the print in their quest for customer satisfaction and national development.
- ii. What potentials distinguish the broadcast sector from others?
- iii. Is the future of the broadcast media bright or bleak?

4.0 CONCLUSION

The broadcast sector has a lot of promises, just as it has delivered much to the advantage of the advertising industry. In Nigeria, it has a rich history often tainted with political intrigues, maneuvering and horse-trading, especially during the chequered years of nationalism and military dictatorship. All these, in addition to recent developments like improved economy, democratisation, freedom of the press, role of new information and communication technologies, have added to provide rejuvenated ground for the sector to continue to serve its publics and stakeholders better.

The sector has always weathered the storm of the past and expectedly will survive any challenge in this age of diversity. Perhaps needed is persistent affinity between the sector and the authorities of the advertising industry. This will pave the way for their more beneficial relationship, for instance, in the area of the contentious advertising indebtedness burden unsolved for long now.

5.0 SUMMARY

The unit presents an exciting insight into the background, potentials and future of the broadcasting media sector. No doubt, this knowledge will help you to effectively operate within the field.

6.0 TUTOR-MARKED ASSIGNMENT

- i. Show how the history of the broadcast media is closely tied to the country's political development.
- ii. The unique qualities of the broadcast media sector prepares it for the special position it today occupies in the society. Discuss.
- iii. Support the argument that the future of broadcasting, as a medium of advertising, is as bright as a star.

7.0 REFERENCE/FURTHER READING

Aliede, J. E. (2003). "Media and Politics in Nigeria: A Historical and Contemporary Overview". In, Nwosu, I. E. (Ed.). *Polimedia: Media and Politics in Nigeria*. Enugu: Prime Target Ltd.

UNIT 6 RADIO AS A PLATFORM FOR ADVERTISING

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Strengths and Weaknesses of Radio
 - 3.2 The Future of Radio
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Radio pioneered electronic mass communication services in Nigeria, in 1932. It has, therefore, over the years made remarkable progress in terms of achievements, consolidation and improvements. We are here afforded the opportunity of exploring all these and particularly the advantages and disadvantages of the medium as advertising instrument.

Businesses, industrial establishments, corporate bodies and individuals have extensively utilised radio as a means of reaching their target audiences. The medium is aided by its various qualities and merits in handling those tasks.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- discuss the attendant qualities of radio
- explain the different areas radio differs from television.

3.0 MAIN CONTENT

3.1 Strengths and Weaknesses of Radio

As a tool of advertising, radio has the following advantages (Aliede, 2003)

- a) **Massive outreach**
Radio has massive audience that includes the illiterate and cuts across divergent socio-cultural and economic spectrum; hence, it is a boast to advertising.

- b) Minute technical operation**
Radio can easily be used by virtually anyone. It does not involve much technical or electricity operation and so does not require much technical knowledge to use. It is also cheaper than most other media.
- c) Absence of linguistic barrier**
With the medium large and diverse audience can be reached in their specific language. This adds to its advertising advantage.
- d) Non-elitist**
Radio is more user-friendly than any other medium. Hence, the illiterate Fulani cattle rearer is always with his portable transistor radio wherever he is.
- e) Portable**
Radio sets have been miniaturised to the size of match boxes and hand sets. That makes it usable anywhere, since it is easily carried about; this partly accounts for its large audience.
- f) Cost effectiveness**
Ozoh (1998:67) adds that radio advertising is “comparatively inexpensive and less tedious to produce”. Given its reach, it is a most cost effective medium.
- g) Variety of advertising programmes**
With efficient programming, radio offers the chance for numerous advertising platforms, namely- music, drama, discussion sessions, news and current affairs, among others.

Below are a few of the disadvantages of Radio.

- a) A transient medium**
Since its advertisements come and go, Anyacho (2007:47), contends that it may require repetition.
- b) Audio only**
Radio has no visual quality and therefore appeals to hearing only.

3.2 The Future of Radio

With its various advantages, the future of radio as an instrument of advertising is bright. For now, it is not expected that any other medium can take its place. They can only complement it. The prospects of using radio as a medium of advertising are promising. This is more so, in developing countries, for instance Nigeria, where a greater percentage of

its market has not been sufficiently reached in terms of suitable programmes. No wonder some experts advocate for community broadcasting in order to provide radio accessibility to the rural majority, which is an unexploited potential market for advertising.

However, a foreseeable challenge is the aggressive inroad of the social media, whose target, any way, is the youth. Needed to overcome its onslaught is professionally and creatively packaged variety of programmes that would appeal to diverse facets of the listening audience.

SELF-ASSESSMENT EXERCISE

- i. Examine the similarities between radio and television.
- ii. Explain five qualities of radio.

4.0 CONCLUSION

In this unit, the qualities, merits and demerits of radio has been presented. It shows the rich background of a foremost broadcast medium, whose usage and application make it an all time choice of the advertiser.

Radio is a traditional medium in terms of its excitement and attraction, especially to the masses. To ensure its legacies endure, managers should design and device more beneficial programmes that would appeal to its audience on a sustainable basis. That way, more of the vast unreached rural people will be reached to the benefit of advertising.

5.0 SUMMARY

Through this unit, you have been given the opportunity of clearly understanding the characteristics which make radio a mass appeal medium. These are, as well, the factors advertising practitioners weigh while selecting from available media channels for disseminating their products messages. As the existing demerits can be overcome, the future of the medium is encouraging.

6.0 TUTOR-MARKED ASSIGNMENT

- i. Show how the qualities of radio put it in a vantage position as a medium of advertising in a developing country like Nigeria.
- ii. Explain the demerits of radio as a tool of advertising.
- iii. What future awaits radio as an instrument of advertising?

7.0 REFERENCES/FURTHER READING

Aliede, J. E. (2003). "Media and Politics in Nigeria: A Historical and Contemporary Overview". In, Nwosu, I. E. (Ed.). *Polimedia: Media and Politics in Nigeria*. Enugu: Prime Target Ltd.

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UNIT 7 TELEVISION AS A SPECIAL ADVERTISING TOOL

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Advantages of Television Advertising
 - 3.2 Disadvantages of Television Advertising
 - 3.3 Prospects of Television Advertising
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 Reference/Further Reading

1.0 INTRODUCTION

Television as a tool of communication is an improvement on radio. It has the special additional quality of visual appeal. This feature elevates the medium to an enviable height, and hence, its status as a means of conveying advertising message. Though not without some inherent negative characteristics, television, especially in advanced societies, has proved to be an effective tool for reaching consumers.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- identify those special attributes that distinguish television as an instrument of advertising
- explain some of its disadvantages and prospects.

3.0 MAIN CONTENT

3.1 Advantages of Television Advertising

As a means of disseminating commercial and other messages, television has the following advantages:

a) Audio-visual quality

This is perhaps the greatest endowment television has. With it, it literally dwarfs rival media as channel of advertising. It provides its audience the chance of hearing and the same time watching/seeing aspects of the communication messages.

- b) Colour quality**
This makes television programmes and presentations aesthetic, exciting, dramatic and appealing to the audience more than other media.
- c) Massive audience**
It reaches very wide audience of diverse capacities, thereby enabling the message to reach the desire target.
- d) Linguistic barrier breakage**
Local languages can be used to reach different people with different languages for a wide reach. For instance, in Nigeria, vernacular and Pidgin English are also used.
- e) Audience involvement**
The visual value of television forces on the audience some level of involvement- emotion and empathy, and therefore more influential and effective.
- f) Product use demonstration**
This makes it very easy and practical to elicit audience empathy. Convincing the audience is the next natural thing to follow.
- g) Entertainment value**
Television's musical, drama, cultural, documentary, sports and other programmes with, which advertising and commercial messages and sponsored use entertainment to enhance their appeals.
- h) Cost of sponsorship**
This would have been high, ordinarily; but it is reduced by the massive audience, who watch television.
- i) Instant effect**
Television runs live broadcasts, like sports tournaments, festivals and political rallies. All these are avenues for advertising to a large audience.

3.2 Disadvantages of Television Advertising

Here, there are a number of demerits, let us consider them.

- a) It is transient**
Television content and programmes are transient. As a result, it warrants repeatedly showing an advertisement for viewers to see and make their purchasing decisions.

- b) It is elitist**
Often, its programmes alienate the less privileged and serve only the interests of the upper class.
- c) Lacks portability**
It is not movable like some other media. This limits its audience.
- d) Electricity requirement**
It requires the use of electricity as an input. As a result of its scarcity and unavailability, the audience is further reduced. For example, most rural dwellers are counted out of its accessibility
- e) High cost**
Advertising through television is costlier; hence, affordability and greater patronage are impaired
- f) Quality of production**
In some countries quality of production and transmission is low and it affects advertising.

3.3 Prospects of Television

The medium with its colour presentation, massive outreach and audio-visual quality is the medium to beat, as long as those qualities subsist. However, emerging communication technologies seem to be posing some challenges. With the invention of gadgets with similar or even better features, television is under threat. For now, a lot of measures must be taken to tackle such challenges in view of their competitive implication.

SELF-ASSESSMENT EXERCISE

- i. Discuss and compare the characteristics of television and radio.
- ii. Explain the future of television as a tool of advertising.

4.0 CONCLUSION

Television has features that make it to appeal to diverse groups of people. With that, all categories of goods and services can be advertised through television for optimum results.

For long, advertisers have courted the medium as the ultimate conveyor of their commercials. It is, therefore, the hope that managers of the medium evolve means of shielding it from the consequences of the challenges being posed by the social media. This is pertinent, if not now,

certainly in the future and very necessary for securing the future of television.

5.0 SUMMARY

Your knowledge of the edge that television has over other advertising media is very important. This unit has attempted to focus on this. This knowledge guides the choice of the media for advertising in practical situations.

6.0 TUTOR-MARKED ASSIGNMENT

- i. Although seemingly elitist, television is a medium of choice in advertising. Discuss.
- ii. Compare the future of television with that of radio as a tool for advertising.

7.0 REFERENCE/FURTHER READING

Aliede, J. E. (2003). "Media and Politics in Nigeria: A Historical and Contemporary Overview". In, Nwosu, I. E. (Ed.). *Polimedia: Media and Politics in Nigeria*. Enugu: Prime Target Ltd.

UNIT 8 ADVERTISING THROUGH CINEMA/ FILM/HOME VIDEO

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Merits of Cinema and Home Video
 - 3.2 Demerits Cinema and Home Video
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 Reference/Further Reading

1.0 INTRODUCTION

Cinema, film or motion picture is another medium of advertising; but its fortunes are waning already as a result of the entrance of modern communication technologies and other competitive media. It was a popular medium in the 1960s and early 1970s when it was used for advertising household products, cigarettes, beverages, beer and other products by agents of UAC, Lever Brothers, Leventis, Nigeria Tobacco Company, Nigerian Breweries, among other corporations and companies.

Cinema penetrated rural communities, market places, village squares and primary school premises for the evening shows usually earlier announced and publicised by pickup vans with loudspeakers on them. It used to be exciting and thrilling moments, with the young and the old in attendance. Other media and home video seem to have taken its place.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- give a brief history of cinema
- explain its roles and merits as a tool of advertising
- state its disadvantages.

3.0 MAIN CONTENT

3.1 Merits of Cinema and Home Video

Like other media of communication, cinema came into Nigeria through colonial masters. Like other media, it is an effective tool for social

mobilisation, social marketing, development and behavioural change communication (Aliede, 2003). Therefore, at a time television and radio were luxury and newspapers and magazines the exclusive preserve of top government official or few men of affluence, cinema was the means of reaching the masses.

With time, the business, commercial and industrial sectors saw its utility and embraced it as a means of reaching out to the semi-urban and rural communities to advertise their goods and services. It turned out to be effective and reliable, as it afforded the opportunity for interaction between the cinema presenters and the audience, (crowd) who are often offered free samples of the advertised products.

A rare phenomenon, the audience would take home both the advertising messages and the free samples or low-priced products purchased in the process and perhaps wait for weeks or months before the coming of another team. The advantages of cinema/film or motion picture according to Aliede (2003:30-36) include the following.

- a) **Audio-visual content**
This affords the audience empathy, emotion and involvement as they both hear and watch.
- b) **Colour presentation**
Colour beautifies and illustrates the presentation, thereby boosting emotional attachment.
- c) **Audience participation**
The crowd which constitutes the audience would lively jump, clap or shout in reaction to an episode of the film. This is followed by a sort of question and answer session (if need be) during and after the film show.
- d) **Leads to extended information**
Participating audience take home the message thereby spreading it to non-participants.
- e) **Product demonstration**
The use of new or improved products is practically acted to the education and entertainment of the audience.
- f) **Entertainment value**
The accompanying music, drama and the like make the message memorable and entertaining.

a) **Larger-than-life images**

The large screen of the cinema make the projected footages larger than real and therefore very existing, emotional and joyous.

3.2 Demerits of Cinema and Home Videos

Here, take note of the following disadvantages.

a) **Unimpressive audience**

The audience is sizeable as it is only people within the vicinity that can partake in the show.

b) **Too technical**

The technicality involved only allows a team to make the presentation. It is cumbersome while the result may not tally with the efforts.

c) **Distorted conveyed message**

The message conveyed home by the watchers may be subject to distortion and misinterpretation. The result will then be negative.

d) **Need for power supply**

Showing cinema will require electricity which may not be available. This limits its application.

e) **Limited subject handling**

The production of a variety of products advertisements may be challenging, time consuming, costly and may not be worth the gains.

Home video seems to have taken over the place of cinema, whose fortunes have been eroded in the past few decades. With almost all the features of television, home video, however, are like customised or personalised cinema. The operator selects his desired DVC and slot for watching at a given time. The footages are intermittently followed by product advertisements. Among others, there is the difficulty of segmenting the audience since the purchasers of the video may not be known. In that case, the message is presented to a wrong audience. It also has a very limited viewership. Whatever is the case, home videos and television have effectively taken over the place of cinema.

SELF-ASSESSMENT EXERCISE

- i. Trace the story of cinema and its role in mobilisation.
- ii. Is there any prospect of restoring the lost glory of the medium?

4.0 CONCLUSION

Cinema as a medium of communication and advertising, no doubt, seems to have outlived its usefulness. Although it was a veritable tool in the hands of bodies saddled with the implementation of government programmes that required mobilisation and advertisers then, it has been overtaken by some more personalised new media. So, from the look of things, its resuscitation is bound to be tasking if not impossible.

5.0 SUMMARY

The unit shows what cinema stood for- for the early governments and multinational companies. It now seems to be moribund and it stands to be seen if anyone may attempt its revival. Yet, it has played its role(and effectively too) at the time. You should note this.

6.0 TUTOR-MARKED ASSIGNMENT

- i. Show the coveted role of cinema, in the absence of radio and television in mobilisation and advertising in Nigeria.
- ii. What is responsible for the problem of cinema?

7.0 REFERENCE/FURTHER READING

Aliede, J. E. (2003). "Media and Politics in Nigeria: A Historical and Contemporary Overview". In, Nwosu, I. E. (Ed.). *Polimedia: Media and Politics in Nigeria*. Enugu: Prime Target Ltd.

UNIT 9 INTERNET AND SOCIAL MEDIA AS TOOLS OF ADVERTISING

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 The World Awaited Medium
 - 3.2 Where Internet May be Taking us to
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 Reference/Further Reading

1.0 INTRODUCTION

Internet is one of the new entrants among the existing channels of advertising and offers immeasurable advertising opportunities to advertisers. If any sector has benefited from the boom in the information and communication technology industry, at the forefront is advertising/marketing. And this is not surprising, after all- to Nwosu and Nkamnebe (2006:275) advertising “is a communication function as well as marketing function, two areas in the new economy where *ICT* revolution seems to have registered its greatest impact”.

More interestingly too, the internet is an amalgam of the already existing media. According to Anyacho (2007:52), internet “advertising, today, has become more of a convergence of traditional advertising, e.g. television, radio, print advertising, with direct response marketing”. So, with this link, internet, as a vehicle for advertising, is bound to be more effective (in terms of reach, impact and influence).

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- identify the interface between the internet and advertising
- explain the versatile avenues existing in the internet for advertising
- state the merits and demerits of internet as a tool of advertising.

3.0 MAIN CONTENT

3.1 The World Awaited Medium

As a communication effort, effective advertising highly relies on the number of people the advertising message can be conveyed to. The same is the case whether the channel is radio, television, cinema, internet, newspaper, magazine, billboards or posters. This explains the rejuvenation, so to speak, which occurred as a result of the emergence of internet as a mode of communication. It, therefore, brought unimaginable revolution to the advertising industry.

Although the gains are yet to be fully known, or tapped, especially in the developing world, yet, the medium is the long awaited tool and the industry will never be the same. Having combined the features of existing media, it presents spectacular and innovative advertising platforms ever seen. And with the globalised structure, the internet clearly stands out as a means of mass communication only comparable to Marshall McLuhan's 'global village'.

The internet offers incredible and irresistible advertising outlets advertisers are gainfully exploiting today. In the process, the goal of heightening the profiles of their goods, services, ideas, ideologies, values, corporate and institutional images is receiving a boost. Nwosu and Nkammebe (2006:231-289), list some of such outlets to include the following.

- E-multimedia
- Usenet
- E-sponsorship
- Classified e-advertisements
- Internet chat rooms
- Video conferencing
- Internet telephone
- Virtual mail
- E-exhibition
- E-coupons
- E-event marketing
- E-public relations
- E-printing
- E-publication
- Virtual library

3.2 Where Internet May be Taking us to

Although the internet is already celebrated as the best thing that can happen to the communication world- and by extension advertising, it has not done yet with these industries and professions. This is because, it is the way advancement in science and technology brings change into available and applicative technological inputs, so does it affect the communication and advertising industry. Indeed, its dynamism is more real than imagined.

In that vein, the future of the internet as a source of advertising channels is not only open-ended, but limitless. This is even more so with the teeming group who are the most ardent users of the internet- the youth. This class (adventurous and inquisitive) who equally make up the potential market, constitute unquenchable and insatiable societal segment the internet will never find a wanting partner.

It suffices to mention some of the advantages derivable from using the internet as a tool of advertising. According to Anyacho (2007: 54-55), they include:

- a) target efficiency
- b) interactivity
- c) tracking
- d) message delivery
- e) flexibility.

SELF-ASSESSMENT EXERCISE

- i. Discuss the revolutionary influence of the internet in the advertising industry.
- ii. Explain some of the existing avenues for advertising via the internet.

4.0 CONCLUSION

The various openings the internet has through which advertising can take place give it a special position as the media of today and the future. This is more so as it combines the quantities obtainable in both the print and electronic media. The internet is further aided by endless emergence of new technological tools through which it can be accessed. For instance, handset or cellular phone today is means of accessing the net and web and therefore, adds another dimension of flexibility. It is portable, easy to operate, relatively cheap, massive in outreach, amorphous and interactive in nature. Advertising, therefore, has never

had such opportunity of numerous outlets. It is, to say the least, record breaking to the advantage of advertising, as well as a tool of research.

5.0 SUMMARY

The unit has made it possible for you to have an insight into the limitless opportunities internet provides as an instrument of advertising. As an information and communication technology, it presents advertising opportunities more than any other medium.

Its gains are unimaginable as they are numerous. Pertinent is the early involvement of mechanisms for its regulation, control and management to ensure the projection of only the positive aspects of its benefits. The negative aspects, like its use for pornography and criminal activities, must be checked.

6.0 TUTOR-MARKED ASSIGNMENT

- i. Make a comparative analysis between the internet and either television or radio.
- ii. Enumerate and explain in detail the various advertising avenues the internet offers to advertisers and marketers.
- iii. State the advantages and disadvantages of advertising on the internet.

7.0 REFERENCE/FURTHER READING

Anyacho, R.C. (2007). *Advertising: Principles and Practice-the Nigerian Perspective*. Lagos: Teejay Enterprises.

MODULE 4 ADVERTISING CAMPAIGN EXECUTION

- Unit 1 Pre-Advertising Campaign Execution Arrangements
- Unit 2 Advertising Campaign Execution Proper
- Unit 3 Post-Advertising Campaign Execution Activity:
Evaluation

UNIT 1 PRE-ADVERTISING CAMPAIGN EXECUTION ARRANGEMENTS

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Critical Preparatory Arrangements
 - 3.2 Multiple Approaches- One Goal
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

The execution stage of an advertising campaign or programme is a crucial point which finally determines the outcome of the entire processes of the enterprise. It is, therefore, a serious business or undertaking. The stage involves the actual implementation of the advertising programme and requires the injection of all necessary inputs and resources to ensure a successful conclusion of the campaign.

For the advertising agency to affectively carry out the programme there must have been an adequate preparatory arrangement. Hence, a successfully executed campaign has direct relationship with a well planned advertising programme. The foundation must be formidably laid, by ensuring that every step is carefully taken providing the investment of costly inputs, including expertise and professionalism.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- identify what proper execution of an advertising campaign entails
- explain the vital inputs required at this stage of advertising
- discuss the interface between proper planning and execution of advertising campaign programme.

3.0 MAIN CONTENT

3.1 Critical Preparatory Arrangements

The application of such strong military term as ‘campaign’, perhaps, further stresses the seriousness of advertising. Other terms are strategies, tactics, techniques, planning, execution and intelligence (Nwosu and Nkamnebe, 2006: John-Kamen, 2006). Advertising is seen as a war; and according to Nwosu and Nkamnebe (2006:167), as in “war, it has to do with winning the battles as well as the war....This is why advertising campaigns are planned and executed like wars”.

Advertising entails various measures and efforts involving scheming, maneuvering and formulating- all geared to surpassing, outwitting and the outshining opponents and rivals in winning the hearts and convincing potential consumers to patronise the advertised goods and services. The campaign execution stage is the procedure during which all the earlier efforts at the planning process are put to use in order to finalise the programme.

All available machinery are put into use as the advertising media, through effective management, in liaison with the agency, coordinates, controls and harnesses the resources at their disposal for the attainment of the advertising objectives. Often, this is tackled in such a serious and, aggressive approach in a way to quicken the realisation of the set goals.

However, the ability of the implementers to ginger consumers to act according to the intents of the advertisers is highly contingent on the adequacy of the planning stage arrangements. Consequently, the requisite earlier activities like advertising brief, research and planning should have been meticulously handled. We should also note that the sensitive processes involved at the planning stage are what, to a very large extent, determine the efficiency of the implementation stage (Aliede, 2007:125-126). These include budgeting, copywriting, and recruitment of talents, media selection, scheduling and placement.

Every stage of the entire exercise should be allocated sufficient financial resources for their proper execution. Also, quality and suitable messages should be written by professional copywriters to ensure they are informative, convincing and persuasive as to trigger the right reactions and responses from the targeted audience.

In case of jingles and commercials, qualified talents are contacted so that after training, rehearsals and production, the output is good enough to deliver the intended messages to the audience. In the same vein, the knowledge of the consumer, his nature (demographic and psychographic variables) and his needs guide the choice of the media through which the advertising messages are channeled. Such selection must be based on information from relevant data, as well as sound judgment of the advertising practitioner. When every input is ready, the agency arranges with the chosen media the most suitable time, place and space for sending the messages to the segmented audience. This is called placement and scheduling.

3.2 Multiple Approaches- One Goal

Advertising involves meticulous process all of which must be handled alongside crucial components without which a particular campaign will fail. They then must work harmoniously and in synchronisation if the set objectives are to be attained. It is to be likened to the proverbial black and white keys of the piano, which work in synergy in order to achieve the intended melodious result the player hopes to get.

Bearing in mind the concept of advertising tripod, synergy takes off from the client who supplies the advertising brief and finances the advertisement. Budgeting, recruitment, copywriting, media selection, placement and scheduling are done by the agency. On the other hand, the media are at the centre of the campaign execution or implementation. After placement and scheduling, in conjunction with the agency, the media ensure that the targeted listeners, viewers or readers are reached with the advertising message, in such form, time and mood the right impact and reactions are elicited.

Efforts geared towards advertising campaign execution clearly underscore advertising as a management philosophy. Apart from research and planning, two crucial management elements, other components it encompasses include controlling, directing, coordinating, monitoring, supervising, delegating and evaluation.

In all, these diverse approaches and processes aim at the achieving one goal: communicating impactful and convincing advertising messages capable of propelling the targeted potential consumer to patronise the

advertised product. All investments- finance, manpower, materials, logistics, infrastructure and technology, are geared to the realisation of this singular goal, which eventually translates to the materialisation of the profit motive of the advertisers

4.0 CONCLUSION

This unit aims at stressing the importance of adequate preparation before the execution of any advertising campaign. Similarly, all the diverse measures aimed at realising the advertising goals must be coordinated, if there must be effectiveness. Equally, all the sectors involved- advertisers, agency and media, must work cooperatively, collectively and collaboratively to ensure success and avoid dissipation of scarce resources. These are some of the principles that must guide professionally packaged and executed advertisements.

5.0 SUMMARY

You have been exposed to the various segments involved in a successfully executed advertising programme. Whether the advertisement is that of household product, beverage, alcohol, tobacco, food, industrial or institutional, the various steps should be carefully and effectively coordinated. That is the only guarantee for a successful campaign.

6.0 TUTOR-MARKED ASSIGNMENT

- i. Justify the insistence that all advertising processes must be coordinated.
- ii. Of what importance is adequate planning before executing an advertising programme?
- iii. Show the interface between advertising and management.

7.0 REFERENCES/FURTHER READING

Aliede, J. E. (2007). "Advertising and Public Relations Campaign Planning and Execution". In: Nwosu, I.E. (Ed.). *Public Relations- Insights from Nigeria, NIPR Public Relation Management and Practice Series. (No.1)*. Enugu: Ezu Books Ltd.

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UNIT 2 ADVERTISING CAMPAIGN EXECUTION

CONTENT

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Implementing the Campaign: Putting the Tools to Work
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

Even if all needed resources (financial, technological) are put in place, they are not enough to ensure positive results until the campaign is executed. Effective execution is the key to profitable investment in the advertising industry. The climax of all the diverse efforts and measures aimed at publicising and promoting the product, advertising campaign execution is the nerve-centre the advertising practitioner must take special care of.

When proper planning is carried out, what remains is effective implementation- professional dissemination of the advertising messages to the intended consumers. The success of the implementation of any advertising programme does not depend on the amount expended. Rather, it is contingent on the effectiveness and efficiency of the implementation. This justifies the importance of this particular stage and why it is taken seriously.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- explain the importance and centrality of advertising campaign execution to the success of any programme
- discuss the measures that must be taken for any advertising campaign to be fruitful.

3.0 MAIN CONTENT

3.1 Implementing the Campaign: Putting the Tools to Work

With skillful management, all the various tools assembled for the campaign are now put into use. Although this stage centers on the media

which are the channels for the information and message dissemination to the consumers, the advertising agency, nonetheless, plays key role of ensuring the right things are done at the right time. According to Nwosu and Nkamnebe (2006:172), at this point in the advertising campaign, plans, tactics, strategies (the entire 'war machine') for the advertisements are rolled out into the dynamic market.

The crucial thing at "this stage is to ensure that the right targets are hit, that unexpected environmental problems or factors are contained and that the 'war' moves according to plan" (Nwosu and Nkamnebe, 2006:172). Indeed, it is, literally akin to executing a war. Resources, inputs, skills, ingenuity, expertise, experience, innovation, creativity, professionalism, ethical orientation and social responsibility are some of the essential ingredients required of the practitioners involved to successfully carry out the programme. In Aliede's (2007:126) view, it is the actual execution of the campaign.

Aliede further opines that depending on "the events deemed suitable for solving the existing problem, some specific tools must have been chosen as veritable means for the attainment of the set goal". It could be jingle for radio; commercials for television, billboards, newspaper, magazines or posters for the print media; the personnel of these media, while sticking to agreed schedule and specifications convey the messages to the targeted audience. During placement and scheduling, contractual arrangements are made between the agency and the media. These are strictly adhered to in the process of the advertising campaign execution. The agency, being the link between the advertiser and the media has to make sure this is the case. This the agency does through strict monitoring and supervision.

Monitoring is important and is done at all levels of advertising processes, right from the stage of planning. It means close watch over the way every step is carried out to ensure it is in accordance with the plan and set objectives. However, at this stage, it goes beyond that. Here it involves the second to second viewing, listening and reading of the advertising message to ensure it is done in compliance with the terms of contract reached during the placement and scheduling.

It is the close supervision or keeping watch of every stage and segment of the implementation process in order to dictate any apparent lapses, mistakes, omissions and the like. This singular action keeps the media on their toes, as it compels them to be more serious, committed and dutiful to their obligations and contractual responsibilities. The audience or target markets' getting the right or wrong advertising messages, to a large extent, depends on what is done or not done here. It is, therefore, a very sensitive stage of advertising. All sorts of managerial activities and

actions like superintending, controlling, guidance and surveillance are put into use in order to achieve results here.

In his contribution, Ozoh (1998:186) asserts that the major chunk of the tasks will normally be carried out by the account management team of the agency. He further notes that “with regards to due exposure of the advertisement, it delves on the account management team and the media department to monitor continuously the exposure of the advertisement”. He goes on to add that part of this is periodic studies that should yield data with which the progress of the campaign can be measured and discussed as “regular situation analysis” during meetings between the agency and the client.

Dedicated engagement towards the achievement of the advertising goals is very pertinent for number of resources. For one, the client’s profit aspiration after his huge investment must be met and not betrayed. At the same time, the agency’s professional reputation and integrity, as well as its corporate image, are at stake and must be protected. The only way of doing these two things, is by succeeding in the advertising campaign and in turn proper execution through team work between the agency and the media is one of the means of their realisation.

SELF-ASSESSMENT EXERCISE

- i. What are the major activities of this stage of advertising?
- ii. Who and who must work as a team for advertising campaign execution to succeed?

4.0 CONCLUSION

Campaign execution (a central nervous stage of advertising) must be handled carefully, with all the key stakeholders involved. Succeeding here is not based on the amount spent, but on the managerial skills brought to bear on this sensitive segment. It is this stage that presents a clear picture of attainable goals of any campaign. However, proper planning is a first step. With adequate planning and other arrangements, chances are that effective and professional implementation will lead to good results. That is the ultimate aim as no agency can afford to disappoint a client who has invested in the advertising campaign.

5.0 SUMMARY

This, no doubt, has provided insights on the crucial nature of this stage of advertising. It is where the success or failure of the entire exercise manifests. Careful assimilation of the demands of handling the section very well is a necessity for every student of advertising. High cost of

advertising, globalisation and competition are some of the factors that make this very essential.

6.0 TUTOR-MARKED ASSIGNMENT

- i. With detailed discussion, show the importance of advertising campaign planning to the overall success of an advertising programme.
- ii. Explain why it is important that an agency and the media have to work closely together at this stage of advertising?
- iii. Pick a particular product and create an advertising scenario of how you can handle it at its execution stage.

7.0 REFERENCES/FURTHER READING

Aliede, J. E. (2007). "Advertising and Public Relations Campaign

Nwosu, I. E. & Nkamnebe, A. D. (2006). *Triple-P Advertising: Principles, Processes, Practices*. Aba: Afri-Towers Ltd.

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UNIT 3 POST-ADVERTISING CAMPAIGN EXECUTION ACTIVITY: EVALUATION

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Advertising Evaluation
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

The conclusive stage of advertising is evaluation. Regarded as the stage for stocktaking after the implementation of an advertising programme, it is yet another essential process. It provides an opportunity for examining the far gone in realising the advertising goals and objectives. Evaluation is important in advertising as it is in any other human endeavor. It is naturally vital that after expending resources in a programme, an appraisal is done in order to determine the level of success or failure. That is what evaluation does and achieves.

This exercise is even more crucial in advertising, considering the enormity of resources usually involved in carrying out a single campaign programme evaluation. It provides the road map for further navigation in the murky and competitive waters of advertising. The data it provides yield information with which corrections, adjustments and other decisions are made.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- explain the role of evaluation in advertising
- identify the significance of this stage in the advertising process.

3.0 MAIN CONTENT

3.1 Advertising Evaluation

Evaluation as the very last stage of advertising provides a platform for situation analysis in order to fully understand the probable impediments to the realisation of advertising campaign goals, as well as appreciating

the level of success after the campaign. Here, therefore, lies its significance. Agreeing with this notion, Aliede (2007:126) notes:

“Finally, the entire exercise is reviewed, appraised and analysed. The assessment enables a clear picture of the level of success or failure in the campaign execution. The outcome leads to going back to the drawing board to refocus, retarget, reposition or smile to the bank, if the goals are achieved”.

Although Ozoh (1998:188) refers to it as a kind of research, evaluation aims at ascertaining the level of the attainment of the goals of the advertising campaign. On their part, Nwosu and Nkamebe (2007:172) opine that “evaluation assesses how effective or ineffective the part of the campaign as well as the entire campaign has been”. Consequently, evaluation is very significant for the following reasons.

- It provides the data and information for the assessment of the extent of success or failure of an advertising campaign.
- It gives room for that situation analysis that enables the client to personally assess the level of progress made in the campaign.
- It enables the measurement of the objectives or benchmarks set for the advertising campaign.
- It curtails wastages as the information it provides can deter further investments in the event of massive failure of the campaign.
- It provides useful data that can be of value in future campaigns.
- Its nature and output make evaluation a logical conclusion of an advertising campaign.

4.0 CONCLUSION

The knowledge of this concept is a must for every practitioner in an industry that is daily becoming more complex, diverse and dynamic. With the opportunity it provides for the review of the progress in the advertising campaign, evaluation is a critical and conclusive step of the advertising campaign programme. Although it is given various kinds of names- including research, evaluation basically affords the opportunity for the review of achievements or failures after a campaign. It has come to stay as a vital component of the advertising process.

5.0 SUMMARY

No single activity of advertising can be said to be unnecessary. Yet, if any of them is crucial to the overall realisation of advertising goals,

evaluation is one of them. You are, therefore, expected to accord it priority, by attaching importance to its knowledge and understanding. It is though the last of the advertising process, but that does not limit its significance and vital roles in a successful advertising.

6.0 TUTOR-MARKED ASSIGNMENT

- i. Identify and discuss the importance of evaluation as a process of advertising
- ii. Differentiate between research and evaluation.
- iii. Of what benefits is evaluation to the advertiser?

7.0 REFERENCES/FURTHER READING

- Aliede, J. E. (2007). "Advertising and Public Relations Campaign Planning and Execution". In: Nwosu, I.E. (Ed.). *Public Relations-Insights from Nigeria, NIPR Public Relation Management and Practice Series. (No.1)*. Enugu: Ezu Books Ltd.
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MODULE 5 THE IMPERATIVE OF ADVERTISING REGULATION

Unit 1	APCON as a Regulatory Agency
Unit 2	Regulating Advertising: Tools at APCON's Disposal
Unit 3	Regulating Advertising: Areas Requiring Special Attention

UNIT 1 APCON AS A REGULATORY AGENCY

CONTENTS

1.0	Introduction
2.0	Objectives
3.0	Main Content
	3.1 The Establishment of APCON
	3.2 Strengths from the Supporting Sectors
4.0	Conclusion
5.0	Summary
6.0	Tutor-Marked Assignment
7.0	References/Further Reading

1.0 INTRODUCTION

The beauty of the civilised world is the prevalent orderliness in the society, respect for others' rights and liberty, decency and decorum as people go about their businesses. This scenario is everyone's expectation in every segment or facet of the society. Advertising- a social agent, undoubtedly, is one of the areas the above rosy picture must be put in place. As a social agent, advertising has enormous powers which if allowed to be applied negatively, will spell doom for, not just the audience and consumers, but also the entire society. This pertinently raises the issues of supervision, monitoring, coordination and control in the industry.

In a nutshell, to prevent adverse implications to consumers and anarchy to the entire society, there is the urgent need for advertising regulation. And attaining the goal is no mean task. Yet, it must be done, hence the establishment of an agency with the necessary authority to carry that out. That body is APCON. The Advertising Practitioners Council of Nigeria (APCON) was brought to life through Decree 55 of 1988. This law institutionalised and professionalised the practice of advertising in Nigeria, (Aliede, 2000:104-105).

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- discuss the important mandates given to APCON
- identify the sectoral and complementary organs with which APCON is carrying out its responsibilities.

3.0 MAIN CONTENT

3.1 The Establishment of APCON

The decree establishing APCON, No. 55 of 1988 was later amended as Act 93 of 1992. With it, a legal framework was put in place for the management of the dynamic and influential industry that must be part of social agents committed to societal growth and development. That is a sketchy picture of society's expectation from advertising. Advertising is both an arm of the communication process and a communication process in itself. Following its years of influence on the society and interactive relationship that often turned controversial, a definite and resolute understanding emerged between man and communication; and that is- its agents must be held in trust for the society.

This metamorphosed into the concept of social responsibility. It simply insists that as those organs pursue their goals, including that of profit making, it must not be at the expense of the society; rather the society, particularly the clients, customers, consumers, publics and stakeholders should be made to benefit from its gains, through their rational, reasonable and responsible activities. However, unfortunately, not all arms of communication are expected to willingly submit to such tenets. This further underscores the need for a regulatory authority whose duty will be to ensure that rules are obeyed to the mutual interests of all the parties involved in the obviously a social contract,

Before the creation of APCON, a number of organisations and associations existed, representing most of the sectors of the advertising industry. With their evolved rules and regulations, they guided the activities of the practitioners in every sector. At the same time, they individually and collectively pursued the goal of professionalising the industry. Most vigorous in this crusade was the then Association of Advertising Practitioners of Nigeria (AAPN), now Association of Advertising Agencies of Nigeria (AAAN).

To be part of the vanguard for nurturing the society, advertising must strictly conform to certain norms. Ozoh (1998: 196) is in support of this when he asserts that one of such areas is being accountable to the

people. According to him, “the greatest manifestation of the accountability is the professional ethic that every advertisement shall be honest, legal, decent and truthful”; and there must be an existing policy framework with which to engender its compliance. APCON, therefore, was created to do just that.

Anyacho (2007:254) alludes to this when he contends that there must be means of ensuring that “the remedy chosen to avert, or redress market failures is the best that can be designed”. Such failure arises when advertising messages become “misleading, deceptive or offensive”; hence, regulation is imperative, citing derivable benefits of regulation to include- maintaining consumer confidence in advertising, facilitating consumer protection, encouraging brand competition; “build goodwill and respect for the profession; promote advertising practitioners as core professionals”. This is done through the application of measures that may be statutory, self-regulatory or both.

Already, there are some existing mass media laws which also relate to advertising. Nwosu and Nkamnebe (2006:180) note that practitioners in both industries take cognizance of them as part of the measures to ensure acceptable advertising practices. To them, these include defamation (libel and slander), copyright infringement, contempt and privacy. These are in addition to the moral philosophy or ethics practitioners should voluntarily subscribe to as means of self-regulation.

To robustly pursue its statutory obligations, APCON, besides the law establishing it, went on to formulate a code of ethics to guide, control and regulate the practice of advertising in the country. In the opinion of Ozoh (1998:195), this is in furtherance of the dictates of Decree No. 55 of 1988, which enjoined the agency to “regulate and control the practice of advertising in all its aspects and ramifications”, and other related existing laws. Therefore, in pursuance of its statutory responsibilities, APCON has sufficient weapons at his disposal. There are, as Anyacho (2007:255) points out:

- Advertising Practitioners Regulation, Etc Act 55 of 1988 as Amended in Act 93 of 1992.
- Code of Advertising Ethics, Act 1993.
- Banks and other Financial Institutions Act 1991, Section 40.
- Constitution of Federal Republic of Nigeria (Promulgation) Act 1999 (LFN) Cap.63, Fourth Schedule, Part 1.
- Federal Highways Act 1990, LFN, Cap.Section1 (5)(d) Section 27(1)(d), Section 28 (4).
- Consumer Protection Act, No. 66 of 1992.
- Federal Environmental Protection Agency Act, 1990 LFN, Cap.131, Section 4 (d) and (e), Section 17, Section 20 (1) and (5) Section 38 Interpretation.

- National Agency for Food and Drug Administration and Control (NAFDAC) (a) Food Production (Advertisement) Regulations 1996 and (b) Cosmetic and Medical Devices (Advertisement) Regulations, 1996.
- Copyright Act, 1990, etc
- The Land Use Act, 1990 (LFN).
- Tobacco Smoking (Control) Act, 1990
- Trespass
- Nuisance
- Public Criminal Offence, Ref. Penal Code, Section 192 and 194, Criminal Code, Section 234.
- Private Nuisance
- Negligence
- A Proclamation on Registration to Practice Advertising in Nigeria, Public Notice No. 3 of 1997.
- Advertising Practitioners Disciplinary Committee Rules, Government Notice No. 42 Of 1999
- Decisions on the Advertising of Tobacco Products and Alcoholic Beverages.

All these statutes, laws, rules and regulations form bulk of the instruments at the beck and call of APCON for the discharge of its functions. However, as it is, the agency can hardly go it alone. As a matter of necessity, APCON needs constant collaboration with related agencies in order to operate smoothly. This is unavoidably so even as some areas of overlaps can be noticed in the functions of APCON and those of some other regulatory agencies, for instance NAFDAC, Standards Organisation of Nigeria, NDLEA, Consumer Protection Agency, National Broadcasting Commission (NBC) and National Communications Commission (NCC).

3.1 Strengths from the Supporting Sectors

To achieve its assigned responsibilities, APCON requires a lot of support. The enormity of its tasks, the vastness of the country, the sensitivity of the profession and the dearth of expertise, all combined to heighten the challenges before the agency. However, APCON is surrounded by able and professional hands whose efforts and support have made the agency to see the light of the day, in the first instance. Among them are the professional sectoral bodies, which include the following.

1. Association of Advertising Agencies of Nigeria (AAAN)
2. Advertising Association of Nigeria (ADVAN)
3. Newspaper Proprietors Association of Nigeria (NPAN)
4. Outdoor Advertising Association of Nigeria (OAAN)

5. Broadcasting Organisation of Nigeria (BON).
6. Media Independent Practitioners Association of Nigeria (MIPAN).
7. Independent Television Producers Association of Nigeria (ITPAN)

Apart from subjecting themselves, members and corporate institutions to the dictates of advertising regulation and control as stipulated by APCON, these organisations additionally subject themselves to more self-regulatory measures. Each has its own code of ethics, and other rules and regulations, to ensure that the members practice according to the demands of the profession. What a thorough arrangement.

In addition, the regulating body itself is so structured to give the subsisting components needed leverages with which to play supportive and complementary roles to the attainment of the corporate objectives. In this direction, there are the following structures.

- a) Advertising Practitioners Investigating Panel (APIP)
- b) Advertising Standards Panels (ASP)
- c) Advertising practitioners disciplinary committee
- d) Membership and privileges committee
- e) Education and Training Committee
- f) Administration and finance committee

The secretariat has this structural organisation to complement and assist the council; the departments are listed below.

- Office of the registrar
- Research, planning and statistics
- Administration and finance
- Registration and career matters
- Regulation, monitoring and enforcement.

All these work together towards the achievement of the mandates of APCON. To further assist it administratively and in its rules enforcement, APCON has established some zonal offices. These are at Abuja, Kano, Owerri, Enugu, Kaduna, Jos and Port-Harcourt.

SELF-ASSESSMENT EXERCISE

- i. Give the historical background of APCON.
- ii. Discuss the supportive sectors APCON needs to succeed.
- iii. What are the sources of APCON's power?

4.0 CONCLUSION

The Advertising Practitioners Council of Nigeria (APCON) has come of age. It has gone through a rigorous process of formation. It has all the support it desires to function very effectively still, it must overcome some challenges in order to succeed. Some of such obstacles include the infiltration of the profession by quacks that refuse to go through the right processes of registration and other formalities before practicing the profession. Another is the inadequacy of the needed manpower with which it can properly police the vast country in its regulatory activities. Besides, more can still be done to improve the level of professionalism in the industry, and above all enhancing the contributions of the profession to national growth and development.

5.0 SUMMARY

The unit has exposed you to the historical background, sectoral structure, the powers and legal backings APCON requires and has and how they are affecting the discharge of its statutory responsibilities. This is to further strengthen your knowledge about the industry. The knowledge is very vital for current and would-be practitioners in the industry.

6.0 TUTOR-MARKED ASSIGNMENT

- i. Discuss the historical background of APCON
- ii. Explain the symbiotic role of the sectoral bodies to effective performance of APCON.
- iii. How does the structural organisation of APCON aid the effective attainment of its objectives?

7.0 REFERENCES/FURTHER READING

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UNIT 2 REGULATING ADVERTISING: TOOLS AT APCON'S DISPOSAL

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main Content
 - 3.1 Decree No. 55 of 1988 and its Powers
 - 3.2 Code of Advertising Practice
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

The responsibilities of APCON revolve around control and regulation of “advertising in all its aspects and ramification”. To carry this out, APCON requires a measure of authority. This it got with the promulgation of Decree No. 55 of 1988. The council later gave to itself the code of advertising practice to provide guidelines for handling of advertisers’ products. These two items constitute the main tools with which APCON is performing its statutory functions. This unit will, therefore, closely examine the contents of these instruments, with a view to exposing how they aid the body to achieve its goals.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- describe the detailed content of Decree no. 55 of 1988 and Code of Advertising Practice of APCON
- relate their contents to the statutory responsibilities of APCON.

3.0 MAIN CONTENT

3.1 Decree No. 55 of 1988 and its Powers

With the promulgation of the decree, now an act, the following were achieved- as APCON (2003:5) puts it:

- a principal act is provided to APCON
- it sets up APCON and specifies its functions and powers
- it professionalises advertising in Nigeria; and
- opens a new chapter in the growth in the sector and economy.

The law became effective from December 27, 1988. It has seven parts and two schedules, as follows.

Part 1: Establishment of APCON, etc. It declares the Council established and specified its functions. It also enumerates the members of the Council; its powers, funding, financial provision; directives of the Minister of Information and Communication; registrar and staff of the Council.

Part 2: Registration: details how the Council will prepare and maintain register of advertising practitioners in the country; its publication and correction; the division of the register, conditions for registration and qualifications.

Part 3: Training: This part contains approval of courses, supervision of institutions and nature of examination leading to qualification and power of the Council to consider matters relating to training, etc.

Part 4: Privileges of registered persons and offenses by unregistered persons. The details include the invalidity of certification given by unregistered person; positions non-registered persons cannot hold; punishments for false claims an unregistered person, recovery of fees and committable offences.

Part 5: Discipline. This part establishes APCON disciplinary committee and investigation panel. It spells out the proceedings of the committee; punishments for behaving unprofessionally, restoration of the position of a registered person, removal of the name of a fraudulent member and procedure for his appeal in the Court of Appeal.

Part 6: Supplementary: This part deals with regulations, interpretation and actions.

Schedule 1: This stipulates the qualification and tenure of office of members of the Council; proceedings of the Council, its communities and miscellaneous.

Schedule 2: Supplementary provisions relating to the disciplinary committee and the investigating panel and miscellaneous.

The Act was later amended. The first, on December 15, 1992, included such provisions as the establishment of the Advertising Standard Panel and numerous other amendments. The second amendment was on November 18, 1993. This slightly touched two areas of the principal Act's provisions.

3.2 Code of Advertising Practice

A detailed and comprehensive document touching virtually all segments of advertising, the code treats about eleven issues and other special areas of equal number APCON (1993). The issues handled include the following.

- Responsibilities of APCON
- Definition of advertising
- Definition of advertisement
- Essence of advertising
- The scope of the code (sectors covered)
- Essence of good advertising
- Administration of the code
- General principles
- Presentation and claims
- Special categories of advertisements
- Guidelines on handling sensitive advertisements: alcoholic beverages, tobacco products, direct media buying, media owners, political advertising, medicine and treatment, food, cosmetics, children, mail order advertising, direct sale advertising, banking and financial services.
- Vetting guidelines advertisements.

These make clear to the advertising practitioner what he/she should know, and how he/she should act among others, in order to ensure advertisement that conform to the principle and essence of good advertising, APCON (1993:2):

1. be legal decent, honest, truthful and respectful of our culture
2. prepared with high sense of social responsibility and regard to consumers and the entire society
3. act in conformity with the principle of fair competition as in business and fair comment acceptable in human communication
4. enhance public confidence in the advertising industry and profession.

SELF-ASSESSMENT EXERCISE

- i. Discuss the major contents of Decree No. 55 of 1988.
- ii. Highlight the contents of the Code of Advertising Practices (CAP).

4.0 CONCLUSION

These are the codes of the advertising profession. Every intending practitioner must be acquainted with them so as to be knowledgeable of the critical principles that guarantee credible practice. This knowledge of the enabling law and the code of principles is a stepping stone to that informed application that will lead to effective advertising practice.

5.0 SUMMARY

This unit has exposed you to the nitty-gritty of the enabling law of the regulator of the advertising industry. You should, therefore, regard your knowledge of this unit as very essential. This profession is not for the half-informed, due to its sensitivity and pervasiveness.

6.0 TUTOR-MARKED ASSIGNMENT

- i. Discuss the major components of the law establishing APCON.
- ii. Critically analyse the importance of the code of advertising to the effective practice of the profession.
- iii. Show the interface between the law establishing APCON and the code of advertising practice.

7.0 REFERENCES/FURTHER READING

Decree No. 55 of 1988 (Advertising Practitioners Registration) Decree

Decree No. 93 of 1992 (First Amendment to the Principal Act
(Advertising Practitioners Registration, etc).

Decree No. 116 of 1993 (Second Amendment to the Principal
Act (Advertising Practitioners Registration, etc).

UNIT 3 REGULATING ADVERTISING: AREAS REQUIRING SPECIAL ATTENTION

CONTENTS

- 1.0 Introduction
- 2.0 Objectives
- 3.0 Main content
 - 3.1 Alcoholic Beverages
 - 3.2 Tobacco Products
 - 3.3 Medicine and Treatment
 - 3.4 Children
 - 3.5 Political Advertising
- 4.0 Conclusion
- 5.0 Summary
- 6.0 Tutor-Marked Assignment
- 7.0 References/Further Reading

1.0 INTRODUCTION

By now, it is no more in doubt that there are sufficient justifications to regulate advertising. However, for the purpose of reiteration, let it be made known that advertising as a form of communication and a social agent is very sensitive and pervasive that it must be handled with care, maturity, responsibility, rationality, decorum and decency. This is more so when some of the issues, items, products or ideas that are involved are very delicate, critical and often very dangerous, for instance, drugs.

It is, therefore, very pertinent we wrap up this very crucial unit with a close look at some of those products that require special care, handling and treatment in order not to mishandle their advertisements or use such promotional publicity to cause disruption or harm to the society.

2.0 OBJECTIVES

At the end of this unit, you should be able to:

- identify some of the sensitive products requiring special care
- state why they require special care when advertised
- explain how care can be taken to ensure such products are positioned by advertising to aid and not harm the consumers.

3.0 MAIN CONTENT

3.1 Alcoholic Beverages

Among these categories of products are beer, stout, dry gin, tonic wine and caffeinated provisions. The Code of Advertising Practice (CAP), APCON (1993) demands honesty, truthfulness, decency and legality. However, handling these kinds of products goes beyond the above tenets. Put in another way, measures must be taken to ensure that the consumption of the products do not cause any harm to the user or the society at large. Indeed an aspect of the advertising code, APCON (1993:2) speaks on this and says that every advertisement should be “prepared with high sense of social responsibility and should not show disregard for the interests of consumers and the wide Nigerian society.”

Contending against the ban of alcoholic advertising, Akingbade (1994:35-38) at the same time counts the benefits of alcohol to include:

- key ingredient for mutual social interactions.
- veritable items for the entertainment of guests.
- needed to inject excitement and liveliness in social occasions
- required for relaxation.
- important as a digestive and nutritional supplement
- inextricably linked with the cultural heritage of all classes of Nigerians.
- have positive roles in the lives of consumers when consumed moderately and responsibly.
- alcoholic drinks are not strictly hazardous to health, but rather have some medicinal values as some people argue.

However, the issue is the serious havoc its misuse can cause, and such misuse can result from wrong or negative advertising. For that reason, its regulation, control and restriction is necessary. Akingbade (1994:34) agrees with this: The ostensible reason given for these restrictions are linked with the feeling in some official quarters that “these advertisements do not only constitute serious health hazards to the citizenry, they also contain misleading information.” He further states that:

“there is a link between the “advertisement of alcoholic beverages” and excessive consumption, which is in turn linked with the following: reckless driving and resultant increase in road accidents; public disorder, hooliganism and other forms of anti-social behaviours; and (ill-healths, like) liver sclerosis and heart disease.”

These are enough justifications to warrant serious checks. It is also more important if we recall that the group who are most exposed and accessible to such advertisements, no matter the medium, is the youth. Such negative influences of the advertisements can also cause reckless spending and alcoholic addiction, which ruins the consumer at such tender age.

To forestall this, the code of advertising ethics made some prescriptive guidelines of what all advertising media outlets must and should not do, APCON (1993), when advertising alcoholic beverages. Besides, "All advertisements for alcoholic beverages should be cleared with APCON (through the process of their vetting) before they are exposed through the media to the public," the code insists.

3.2 Tobacco Products

Tobacco products are other sensitive goods whose advertising requires strict control. Experts say that tobacco smoking affects the lungs, causing cardiovascular pain and coronary heart diseases in the heart region and blood vessels. It is also said to further hurt women by causing infertility and giving birth to babies with low birth weight, who may be prone to infant mortality syndrome.

Incidentally, analysts insist that the easiest and surest means of promoting tobacco smoking is through advertisement. To put a check to this, according to Okigbo (1994:13), government has to come in, as is the case globally, first in 1990, through Tobacco Smoking (Control) Decree, No. 20. Among others, it stipulates the following.

- It makes it an offence to advertise tobacco without a warning.
- Tobacco cannot be promoted during any sport event.
- Every packet of tobacco meant for sale in Nigeria must have the Inscription- 'The Federal Ministry of Health warns that tobacco smoking is dangerous to health, and smokers are liable to die young'.
- The packet of the tobacco must contain the amount of tar and nicotine contents of the product.

The advertising code of ethics, hence, recommends dos and don'ts for the various media, including the timing of tobacco advertisements on radio and television. Also, no tobacco billboard should be sited near stadia, schools, churches and hospitals, APCON (1993). The special interest and the measures in place for a long way to underscore the high premium placed on the matter.

3.3 Medicine and Treatment

The sensitivity and delicacy of drugs and their administration do not require emphasis. Consequently, to curb the tendency for some people to take undue advantage of the anxiety and worry of the sick; uncontrollable quest to get brisk business by some dealers; disregard for norms and rules by quacks, and the gullible nature of some citizens, the control of advertising, the main vehicle for conveying drug messages, publicity and promotion, becomes expedient.

The checks through advertising code of ethics are complementary. Before, there existed series of measures through the Federal Ministry of Health and its agencies like NAFDAC, NDLEA, among others. The code in an 18-point stipulation, spelt out guidelines on the advertisement of medicine and treatment using medicine and drugs. It is a wise decision since unless it is checked, the misapplication of medicine can cause more harm than good, and more deaths than levies it can save.

3.4 Children

At their age, children are at the stage of ignorance, gullibility, shyness, fear and uncritical mindedness. As such, they must be shielded from the activities of quacks, charlatans and irresponsible advertisers and advertising practitioners, whose goal is never to use the profession and industry to improve the citizenry and the society, but to enhance their financial well being. Their activities compel every responsible government to put measures in place to protect the vulnerable in the society like children, as is the case through this Code, APCON (1993).

The guidelines in an 11-point guideline that includes not inducing children to mount undue pressure on their parents and guardians, not exaggerating of the use of products to children, their safety, keeping medicines out of their reach and not presenting children driving cars or similar objects. These areas are summed up with the “advertisements directed at children must promote their physical and moral wellbeing and should not exploit their natural credulity”. Certainly, without these types of rules, some advertisers and marketers would not really mind the appropriateness of their messages, but how they make profits at the end.

3.3 Political Advertising

This is yet another sensitive and explosive type of advertising and may, due to its nature require more careful policing of the media than the other areas, especially during intense political periods like elections, more so in the developing nations like Nigeria. Accordingly, to handle this, the code harps on such areas as truthful, issue-oriented, sponsorship

identification, avoidance of sectionalism, equal opportunity to political opponents (Fairness Doctrine in USA) and strict compliance with the provisions of this section of the code.

In Nigeria, what we witness during periods of electioneering campaigns and election result announcement is usually an awful experience. One then wonders what the case would be without guidelines, rules and regulations. It is then necessary to liaise with all the relevant authorities and stakeholders and take necessary steps to check the excesses of politicians, their agents, advertising agencies and media, who are beclouded by the quest for power and money and ignore the ugly consequences of their actions. Decorum, decency, public peace and orderliness, responsibility and professionalism are thrown over-board.

They deliberately dish out false, misleading, distorted, deceptive, fake, unsubstantiated, disparaging and volatile information to cause disaffection, disunity, disorderliness and chaos in the society. Desperate politicians stop at nothing to achieve their selfish ambitions and do not care for the harm that befall the society because of their actions and inactions. The only means of checking them is through effective regulation as is already the case. There should be collective actions by *INEC*, the police, the civil society, the media and the advertising industry to achieve this vital goal.

SELF-ASSESSMENT EXERCISE

- i. Discuss some of the sensitive sections of advertising that require the provision of guidelines.
- ii. Explain why alcohol requires special attention, as an advertising product.
- iii. Why do some advertising practitioners, after proper training, need further policing to do their work professionally?

4.0 CONCLUSION

There have been some bold steps towards underlining the need for the enforcement of proper handling of the advertisement of certain products. This stems from their nature, sensitivity and the fact that they are prone to misapplication. Such products and issues some of which we have given in-depth insight include alcoholic, medical, tobacco and political advertising require serious care.

Practitioners need to appreciate that it is in their own reputation, integrity and professional interests for this ethical issues to be taken maturely and responsibly. The days of anything goes are over. Besides, without this kind of self-checks, government is bound to clamp down on

practitioners with its own measures, which may be very stringent and uncomfortable and therefore, antithetical.

5.0 SUMMARY

You should avail yourself the opportunity offered by this unit to be updated and get acquainted with the crucial guidelines one must know to be an effective practitioner in this sensitive profession. It is no more a free for all industry. Hence, all potential practitioners must be prepared for ethical and social responsibility practices so as to use the profession to assist, the country's growth and development.

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