

A. Elements and issues to consider in an advertisement for Pain Killer drug- Blaize Capsule, a newly product ready to enter the market.

According to Okoro (2013), the various factors to consider in an advertisement for a new product ready to be introduced into the market include:

- The value or quality of the product
- The target audience
- The advertising appeal
- The copy and headline to be used
- Illustrative devices
- Medium/ media mix
- How should the advert be interpreted with other promotional and selling phases of the marketing programme?

Value of the product: The value of the product to be advertised would involve a fact finding process that borders on concrete quality the product has that other products do not possess. This could be in terms of the lesser number of side effects attached to using the product.

The Target audience: the target audience or market for the product is the primary factor I would consider in my research design. This is in tandem with the opinion of Ogudiji (1992) that research can define your target audience. Therefore, though research has been conducted into the target audience right from the pre-production stage, another audience research would be conducted after post production. To this end, the research would consider, are the primary audience of this product women or men? Young or old? In terms of demographics, what is their age, occupation, educational background, income level, status among others? In terms of Psychographics, what is their value systems, beliefs, thinking patterns, attitudes, dislikes, opinion, likes etc? The knowledge of this would help determine the copy text, the appeal and even the time in which the ad would be run.

Medium/media mix: Having considered the value of the product and the target audience, the next to consider is the medium to use for the ad. For example, the research would examine the strengths and weaknesses of the various media. The cost, accessibility, affordability, reach of the media would also be considered. Key questions such as: Which of the media (TV, radio, newspaper, magazine, outdoor, direct-mail etc) would be most cost effective in delivering the ad message to the target audience? Should all the selected media get equal allotments or should some get more than others? If some should get more, how much more should they get? Should the ads appear simultaneously in the selected media or should there be variations? How should the issue of flighting be handled with reference to media scheduling? The research design would also take into consideration if media mix is needed to effectively carry out the advertisement.

Appeal: The advertisement would include appeals that elicits the attention of the target audience, arouse interest, create desire and compel action. The creative strategy to be adopted would also be considered from the available range of humor, cartoons before and after, good music, demonstration etc.

Illustration: The illustration to be used to pass the message effectively must also be at the fore of the research design. This would help ascertain if the black and white or colored photographs should be used or even artworks which would be more effective.

Budget: Proper budgeting is germane to advertising success. This is why it is necessary to back advertising budget with a thorough research in the spheres of media costs, production costs and general marketing communications allotments. According to Okoro (2013), there are several approaches to advertising budgeting but the overriding consideration is the adoption of a

budgeting method that would cost-effectively cover given advertising costs. Therefore, I would ensure budget takes it right place when planning how to advertise product.

Message research: This is concerned with the enhancement of advertising perception, communication and certain behaviours, including purchase behaviours. It would answer such questions as:

- Which selling concept should the advertising emphasise?
- Which theme best expresses the concept?
- Which is the best graphic approach to attract and maximize perception? In terms of illustration for instance, what kind of illustration should be used? Is it artwork or picture? Should we produce a black-and-white or colour?
- Which persuasion strategy will best enhance communication? Should we use emotional or rational approach.

Packaging

In today's competition driven markets, packaging constitutes a vital sales medium. A package is expected to contain, protect and merchandise a product. This is known as the CPM function of packaging. It serves as the guide post that directs the consumer on his way to buying action. As he takes a look at the displays in the stores, different packages create different and unique impressions on him about the products they represent. These impressions constitute a knell that summons the products to heaven (acceptance) or to hell (rejection). (Okoro, 2013). As a promotional tool, a package can be very effective if properly used. To this end, scholars pointed out that for packaging of products, especially new ones in the market to be effective, the design of package inserts should be improved by:

- Printing in legible type

- Emphasising one copy theme
- Changing the sales message occasionally
- Making greater use of pictures and briefer copy
- Judicious folding (fold so that an interesting picture or headline appears on the front and unfolding is easy and logical.)

Therefore, I would ensure the new product is properly packaged to meet the taste of the target audience and to position in the market.

Price

Price will also be considered in the research design is the price of the drug. Through research, I would ensure that the product price falls within the range of similar products in market.

B. content analysis of two advertisements

A . The first advert is on Kenan Lodge hotel with no headline. The slot intended for the headline serves as the room for the slogan, however though, the slogan can be said to be strategically placed as it stresses the benefit line of the product as “paradise discovered” by anyone that patronizes the services of the hotel.

White space management was not effective in this ad as the ad elements seem clustered together into one bit. The colour looks blur and unfit for the benefit the advert promises.

The appeals used in the advert are convenience and comfort, fun and pleasure, egotism but the predominant one is that of comfort and convenience.

The creative strategy used in the advert is that of demonstration with all the pictures of certain locations and services that makes the hotel unique from others. The demonstrability emphasizes the unique selling proposition of the hotel.

The body copy or text is written in simple and straightforward language, and also stresses the selling point of the advert highlighting the benefits of the advert as luxury suit with twin beds, excellent reception, bar lounge/gym/spa/restaurant, laundry, the generator set that supplies power constantly, the swimming pool, conference room etc.

The illustrations used are those that portray the significant benefits of using the services of the hotel and as such can be said to be most appropriate for the advert.

The logo can be said to be placed in a non-strategic manner as it barely catches the eye were it is located at the right-top corner of the page. Though generally the advert is well placed considering the fact that it is placed at the back page of the magazine. However , the general layout of the ad is not commendable from a professional stand point.

B. The second advert is on See New Hotel, which was established newly in Nsukka as at the time the advert was placed in the newspaper. This is readily evident in the Headline which is a Newsy Headline “Hello Nsukka!!! Introducing See New Hotel”

The appeals so used in the ad to compel desired action include security, convenience and comfort. The strategy used is that of Demonstration which is evident in the use of colored picture of the hotel and that of other services rendered by the hotel. The illustrations which are colored photographs contribute generally to the selling point of the advert.

It has almost no body copy because the only thing that serves as the text are the written texts attached to the pictures stressing the benefit of each, and these are written in simple, straightforward language. White space is justifiably and creatively utilized in the advert.

Concerning the layout, the logotype is placed in between the headline contents ---that is creativity! Advertising is a profession that does not follow a one way pattern, it involves creativity and this affects all the aspects of the ad.

The ad’s slogan which is “Your Comfort, Our Pride” replicates the benefits inherent in patronizing the services rendered by the See New Hotel which is good. The use of colour is also that which is commendable.

Table 1: Similarities between the two ads

S/N	Similarities
1	They are both ads on services rendered by hotels
2	The body copy/text for the two are embedded in the illustrations (pictures)
3	They both have same predominant appeals
4	They both have matching creative strategies
5	They both are in colour
6	The placement of the addresses are placed in strategic places (easier for the eyes to see)
7	They are both placed in strategic places in the media used

Table 2: Differences between the two ads

S/ N	Kenan Lodge Hotel Advert	See New Hotel Advert
1	White Space is not used effectively	White Space was used effectively
2	There was no creative use of colour	Colour was creatively applied
3	No Headline	Newsy Headline
4	Placement of logotype not commendable	Creative placement of logotype
5	General layout not professional	General layout acceptable to a certain degree
6	Highlights more services rendered	Highlights not so much benefits
7	Placed in a magazine (The Jacksonite)	Placed in a newspaper (The Record)