A Study on the Blind Banners and Guessing Advertisings – Curiosity at its Peak

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Abstract— **Advertisements are invariably the successful formula for many Corporates. There are many ways in which the advertisements are normally considered for flashing. But each time an advertisement is thought about, something new should come up. The perspective is, an advertisement is constant but the forms are changing as and when the technology up gradation is on the rise. The advertisement which the leader flashes was always thought about to be a winning formula and the these are the companies that spend a lot of money on advertising research and development, in trying to find out the acceptance of these advertisement's by the public in general. Advertisements being an outsourced process, the agency would discuss with the objectives of the organisation and then decide to plan for the advertising campaign. Some of the factors considered by both the organisation and the agency are the budget allocation for the campaign, the media, the timing, space and the duration. Late 1950's saw the objectives of advertisements to be creating the awareness but today in early 2015 is seeing an incremental change from the past six decades.The days when such of those advertisements used to be exaggerated in the context of creativity but the customers today are whole lot of changed mind, in which they look for reality or promise than being unrealistic. The focus has shifted towards the performance of the product and its claim in the advertisements should be equivalent to a ratio of 1:1, in the sense, in whatever the forms of advertisements being flashed, it should actually perform equally as much as it is being flashed. The days have gone where the advertisements used to be more than what the product used to be. Such of the those extra form of information or projection was required during those days simply because the company has to create the awareness and since there were very few companies, they still used to be considered. At the same time, there was no apex body to regulate the difference between the ethics and unethical form of advertisements. But in the recent times, the advertisement standard counsel of India has a blanket rules which is general for all the advertisements, in the form of code of conduct that needs to be followed and this is what I meant by saying the ratio is 1:1. But marketing cannot happen without little exaggeration, but the extent to which it can be flashed all matter at the point of its performance and is certification from Advertisement counsil of India.**

Keywords-creativity; exaggeration; informercials; guessing;

I. INTRODUCTION

Blind banners are the hiding of the product visibility to the customers till the end of the advertising campaign. Initially during the flashing of the advertisementand this keeps the customers guessing for the advertisement in the second phase. In the second phase of the advertisement, again flash the bit of what was left from the previous ads. This could happen for couple of times and thereafter, the full length of the product is made open to the customers. This is done basically to create curiosity in the minds of the customers. Such of these advertisements were not a part of the campaign about four decades back because there was not much of a product in terms of competition. In that sense, there was more demand for the product and therefore the companies used to concentrate only on creating awareness. As the years passed by there were a lot of change in the perception of the customers and along with this, the competition also picked up. Therefore the companies were forced to think differently in liaison with the advertising agency. Now the time has come where, the companies have to start thinking about making the customers guess on the product. This would help the organisations in a couple of ways, one that the companies hold the gratification of the customers to be postponed and the second with in this gap, they would also try getting the pulse of the customers. It helps the company in a way that, customers would search for a specific message and second is they stop searching aimlessly. Customer behaviour intension is that, the tendency is to quickly forget, what was seen. This kind of blind banners would help the customers to be retained in the advertisement till the end of flashing the core product. The issue is that whether the customer appreciate for criticize the commercial break does not become important but the fact that they remember the advertisement becomes important. Presently in the advertising field, there are volumes of traffic which make it even more challenging for the agency to decide the space, the time, and the particular channel in which it has to be aired. Another challenge is that with the introduction of conditional access system that challenge for the agency is to ensure that they collect the information from the service provider on the number of subscribers for that channel and there by the service charges as a kind of overhead falls on the organisation to bear

the charges. As the charges for the advertisements are sky rocketing and the agencies are unable to strike a balance between the charges and target from the agencies perspective. One of the other challenges is that, India being a vast diversified geographical dominance; it is even more difficult to understand the perception of the local areas. If we don't understand the local perception of that geographical area, it is as good as shooting in the dark. It is also evidently seen that acceptance of these advertisements do not become so easy, hence making the task of a closer margin between advertisements and sales looks to be grim. At the same time the past records also show that the call backs for the agencies lies in the fact that margin between the advertisement and sales has a low margin, because it is ultimately the profit that matters for the organisation.

II.   CONTENTS

In one of the advertisements the communication is that "you are not allowed to see the flight prices" creates a sort of assertiveness in the minds of the audience but the continuing statement holds the interest of the audience because it says "you can fly in our airlines at the cost of travelling in the train". The comparison is with the premium train tickets which are equivalent to the flight charges. In any case the customer would always try looking at the second statement because of many factors associated with it, one of the factors being the time and others are the flight privilege and related benefits. These kinds of advertisements are found in save 70.com. In another advertisement the communication is that it is "presenting all black collection"– in this case what should the customer think of in the advertisement. The advertisement starts with that statement and almost at the close of the advertisements the audience are exposed to Raymonds collections. Throughout the depiction of the advertisement there isn't any hint on the product as such. This would hold the interest of the customers to be fixed to ensure they have the inquisitive to know the product and till the end and in the last minute when the viewer's come to know that it is for Raymonds suiting, the other viewer's tend to lose the interest but never the less, they would have watched till the end. The other viewers who are the potential customers would get even more inquisitive and hold their interest till the end to watch the allied and peripheral information's. there was a time when the advertisements used to be given in the form of guessing form but today the viewers don't have so much of patience to take a guess in those early 1990's but as of now the viewers would like to take quick and short guessing. Including the blind banners which were making the views guess the advertisement and that used to take a long time before the whole process of the campaign could end. Presently due to high competition, though the blind and curiosity advertisement do work but it has to happen quickly. One other reason for such a change in the mentality is that due to the flooding in of many advertisements, the viewers would quickly loose the interest in it. Therefore the whole process of the blind advertisements and the guessing advertisements has been diluting with time. Though the intensity is diluting, the interest in the blind advertisement and guessing remains to be there, but the result

of such should be quickly done. This phenomenon can also occur when people ignore the advertisement or even avoid looking at it. This could happen because the concentration of the customers gets distracted to some other images in the advertisement rather than the object on which they are supposed to be concentrating. The research gap shows the importance of studying this topic because approximately 80% of the viewer's experience this blindness. Certain tests were conducted to find the result of the banner blindness in the form of keeping the tracking of the eyes of the viewers and this study was conducted by infolinks researchers. One other issue that has crept in is that most of the viewer's generally click on the advertisement as a mistake or accidental tap rather than the deliberate tapping. Newer way of this blind banner is that, if the viewers have to gain the attention on that product, that particular product should look to be more conspicuous than the other or some sought of animations could be created on that product so that the attention of the viewer's remains to be there on the product. But the creator of such advertisement or the advertising agency should have the proven records of making the whole thing effective otherwise creating it unprofessionally would spoil the advertisement as such and it might be difficult to create the brand on the long run. One of the other important factors that make the weakness for the banner is that of the fixed position in the web page and many a times it's the same colour combination that would make the customers to distract towards other sides in the advertisements. The sought of flexibility has to be given to make the viewer's feel the repetitiveness of the advertisements. The other factors are the pre-existing mind set of the customers to scantly see the advertisement because of its repetitiveness and also the interruption effect of viewers in drawing the attention to some other background. The viewers also have the tendency of skipping the banner from the page which is a major disadvantage. Like when a movie is being watched and the viewers are to have a nice intermittent finish of the scene, than the behaviour of viewers generally is that they fast forward the advertisement. The solution for such of this type of skipping is that the commercial break of the advertisement is made in the slow motion so that even if it is fast forwarded, it should go in the normal track.

Cluster of banners advertisement, the popups, the text, the link in the webpage are the factors which would make the viewer's lose their focus. The tendency of the customers is to ignore the advertisement and instead of at least watching they have the tendency to ignore all, that is in fact a dangerous trend because the very purpose of the advertisement which is to create awareness, itself gets defeated. The learned behaviour of the customers are that the weakly designed advertisements would dodge them and by conscious or otherwise they neglect watching it, which is even more worrisome. To draw the attention of the viewers the advertisers have to use some conspicuous colour, texts embedded in the images etc., will make sure of the fact that the skipping of these by the viewers by the lightning speed would to a certain extent avoid and thereby creating the impression of the advertisements in any case. Though it is difficult to identify the right audience in the advertisements,

still certain attempts have been made to target the group and irrelevant displays could lose the attention of the audience. At the same time the space that is utilized for the advertisements also matter a lot because of the fact that improperly placed advertisements can be annoying. Sometimes over loading of the webpage contents can also make the views attention to be skipping to the other sides of the page. Some of the tactics that are used to make it attractive is to make the lines look sleek and look organized so that the readers would get impressed. Now with the advent of conditional access system and many other changes that have happened in the viewer's choice which so fierce that 1.65 billion websites are and more than 4.2 billion viewers search the web every day. Ultimately what matters for the companies is that these advertisements should convert to sales though there is no strong correlation between advertisements and sales. One thing that matter the most is, if we have a good advertisement the banner won't be an issue but creativity comes and happens once in a while and maintaining such a consistency might be a difficult task.

Curiosity at the other end is a factor that should be handled separately so that the viewers' attention should be within the framework or the text and draw the attention of the viewers. The extent of the advertisement should be that every moment should be watched by the viewers and triggers a thought process of what may happen next. This is basically to keep the viewers' attention in the picture and text so that there wouldn't be any diversion as such. Just to keep it at the backdrop of the mind that all these should happened in that few seconds that would flashed and it's just a question of keep the customers perspective, the advertisement should be created at the frequency and the expectation level. Take the example of the new advertisement of Maaza, when a girl hits the ball to the window and ball enters and window, there after there is hush silence for few seconds which keep the attention of the viewers of what may happen next. At this point in time, the Brand AmbassorMr.AmithabBachchan gets that ball. The next scene is that the girl throws a mazza bottle and there after we would see that all the balls which had got accumulated since the retro effect will start falling from the window. The viewers' attention is continuously on the anticipation mode and they would start thinking of what may happen at every moment. All these will happen for the next 3-4- seconds. At the same time these advertisements are given in the commercial break and just to mind that the viewers would actually be taking a break. So the loading of these advertisements should the next second of the commercial break or just the beginning of the serial in the next few seconds. But it may not be as said and done, the agencies have a major role to play in booking the slot and these happen with the kind of credibility that they have created with the channels. Another advertisement that develops curiosity in the recent times is the advertisement of Ching noodles, where one of the most renowned actress Sridevi dances to the tune with two kids and when the children are hungry, she takes few minutes to prepare the noodles, here the product and the variety of it shown at the end of advertisement, ensuring that the audience would stay within the text of the advertisement.

III. METHODOLOGY

The study is conducted on the basis of primary data collection and data was collected in Mysore and the sample size being 20 customers.

The data collection was on the basis of simple random convenience sampling, monitored through structured questionnaire and the customers were college students. For the question on effectiveness, the data so collected is converted to likert scale and is shown in the following table.

IV. OBJECTIVES

1. To analyse the effectiveness of curiosity advertisements
2. To evaluate the importance of blind banner advertisements

A. Analysis and interpretation

1. Chi- square test is calculated to analyse the effectiveness of curiosity advertisement.

O	E	O-E	$(O-E)^2$	$(O-E)^2/E$
2	5	-3	8	1.6
8	5	4	16	3.2
6	5	1	1	0.2
4	5	-1	1	0.2
$x^2 = \Sigma(O-E)^2/E = 16$				3.6

H_0: 90% of the customers do not find the curiosity advertisement to be effective.

H_{1S}: 90% of the customers do find the curiosity advertisement to be effective.

Expected frequency= total frequency/total number

20/4=5

Chi-square = sigma (Oi-Ei)sq/Ei

$= [(2-5)^2/5) + (8-5)^2/5) + (6-5)^2/5) + (4-5)^2/5)]$
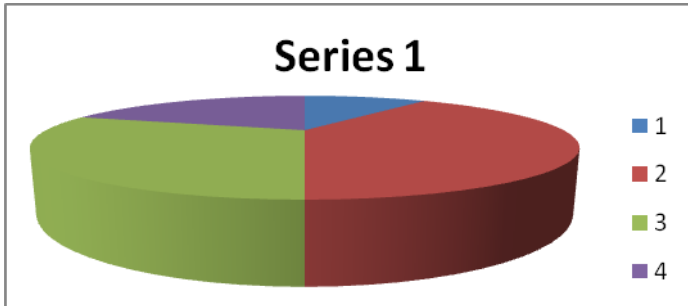
= 3.2

Degree of freedom= (n-1)

(4-1)=3

Alpha value=0.05

Table value=7.81

B. Interpretation:-

In the above calculation of hypothesis testing, since the table value is 7.8 and calculated value is 3.2, the null hypothesis gets accepted. It means that the customers find the present curiosity advertisements to be effective and the alternate hypothesis is true.

Blind Banner advertisement:-

As far as the blind banner advertisements is concerned, about 65% of the customers have the tendency to ignore the viewing because of the lack in conspicuous colour used or space utilized for it. The viewers are of the view that the blind banners must be made more attractive by using some of the factors such as developing the curiosity, the viewers' attention being there in the space or the text etc.

V. CONCLUSION

Advertisements are invariably the most important promotional activities of marketing. The form of advertisement may have changed since a long time but the purpose of advertisement has not changed much. In the process of creating awareness, the curiosity may have taken the peak, thereby ensuring the winning formula for the organisation still remains to be advertisements. It is more evidently seen that the integrated marketing communication is taking the priority with respect to different media's. One of the important aspects is to ensure that the advertisements should be given in different media's by maintaining the uniformity of the message to be consistent in all media's. Nevertheless the main theme of being creative, colourful, and attractive and curiosity remains the same. It is only the context and the phrase of the advertisement that matter. The other few factors that need to be considered are the copy of the advertisement, the illustration, and headline, sub-headline if it is a print media and the opening statement, the contents and the punch line if it is in a broadcasting media. But whichever the format of advertisements, it is important that the curiosity in the advertisement has to be developed. It often seeks to generate sales volume in the initial stages and helps build brand on the long run. Indeed the immediate sales are the impulsive reaction of the customer and the long run sales is the one which develops loyalty amongst the customers. Presently this is the one which is effective and may be in the future, if the strategies

change, the organisations may look for a much better options. As it is only the next generation advertisements are showing the indications towards virtual or fictitious advertisements. Also it is seen that the blind banner advertisement and its attention needs to be taken care to an extent that it should tend to unfold some area of maintaining the attraction of the customers. Curiosity as such should always be the integral part of every advertisement be it a broadcasting media, the print media, the infomercials, or outdoor advertisements. These kinds of curiosity advertisements have carried the corporates till now and remain to be carrying even in the future. Every organisations focus should be to come out with something new and it also be contemporary so as to keep the latest things that are happening in the Industry.

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