

**Integrated Marketing Communication**  
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**Lecture – 26**  
**Advertising Research Methods**

Welcome back, friends. We have been talking about the Association of Integrated Marketing Communication, with research and relevance of research for making integrated marketing communication effective or taking it to the right customer with the slightest possibility of failure. And we have talked about why? Now, I will be focusing on some methods, and broad outlays of how things are done, and I will leave it for you to take it further through suggested readings and finding out through relevant sources how specific methods are used in different conditions. So, let us talk about focus group discussions.

Now, this is very important, a very relevant methodology, wherein we brainstorm with the target customers. We put up an aspect in front of them. Let them talk about and observe and listen to what they are talking about because by listening to them, discussing things amongst themselves, and not asking structured questions or moderating or directing whatever is going on- we are getting an original kind of an opinion from our customers.

Who are the respondents? We have discussed earlier that the target audience, customers, and our respondent are more or less the same. So, they differ in so many aspects. For example, you put up a discussion on the effectiveness of a detergent. So, they will not only talk about how effective the detergent is, but they will also talk about the kind of a message that would justifiably put up the relevance of the effectiveness of the detergent in front of them. When Tide or Ariel started putting up beautiful statements about white clothes, probably this would have been one of those methodologies which their agency would have utilized, might or might not be. But I presume this would have been one of those methods, and there are several other cases we can discuss.

So usually 6 to 12 people are present only, because if it were a more extensive gathering, it would be slightly tricky for us to observe and understand everyone's mind frame. So, 6 to 12 people is an optimal size. It goes on for a while and helps us analyze things from several perspectives when we listen to the recordings. Then projective techniques, you put up something in front of a customer or your respondent.

And the respondent takes it further, and there are several beautiful methods to do it. We will go into some of those later on as well. But you see, this is wherein you want to flare up the imagination of the respondent concerning your problem statement in mind or your objective wherein you may think about finding the recall levels of your message, advertisement, or integrated marketing communication.

And you may put up the kind of which paint you think has one of the most beautiful advertisements in recent times. He may start from one of those advertisements he likes, or you may think of putting up half a sentence in front of him, and he would complete, or you may put up a hint related to a storyboard. For example, “Sunil Babu” and he might say “naya ghar, nayi gaadi” or you may say “Sunil Babu, naya ghar” and he would say “nayi gaadi”.

So, you see that is how that advertisement actually is and then you would suddenly realize that he recalls that message, and then you might think about asking which brand it belongs to. So, projective techniques are essential and used with grace and life regarding several methodologies, or they are so innovative altogether wherein it is engaging for the researcher to use those methodologies. It is more or less a mutual entertainment wherein you go for various methods and you may use the association test as well. You may ask consumers to express their thoughts or feelings after hearing a brand or seeing a logo.

For example, you want to learn about the trust related to a particular brand and show the symbol of that specific brand to them. If the consumer talks about faith, he talks about the brand's feelings. For example, we can discuss particular footwear if he talks about comfort. You show a symbol and logo, and he might go on talking about several elements related to his experience with that particular brand.

And then you may again go back to associate that particular thing with discussion with integrated marketing communication associated with that specific symbol, logo, or brand. And there, you would realize the entire picture that the message mattered, worked, and the brand witnessed effectiveness. And we have discussed brand image and those aspects; you may visit past discussions for this.

Then comes fieldwork. Here you go for direct observations. Looking at the experience of the consumers many times, many organizations, especially in consumer products, go along with the consumer while using that kind of particular product. I remember I met an executive of an organization who practically went and demonstrated how to wash clothes effectively to the customer while continuously talking about the product, the aspects associated with the product, and the messages. And when he comes back with this kind of experience sharing with the customer, he demonstrates in front of the agency and the marketing team of his organization that

this is what the customer thinks about in terms of a particular kind of product.

And this is how the customer uses that kind of a product, and this is the expectation, and then you go for a particular type of message related to that specific product. Several organizations have continuously demonstrated the outcomes while getting the customer's feedback or observing the customer while using those products.

So, fieldwork is critical because it brings you near to your respondent and your target, and it gives you solid feedback from the ground about how your future customer would be thinking. Because you see we are concerned about what messages to send to our customer? And if we observe the customer with the product or, let us say, with a prospective product we would like to introduce, we must consider what kind of message would work in any of those cases.

So, we have already referred to association tests and dialogue balloons in projective techniques. You show a particular image, put up a blank and empty balloon in front of the customer, and ask him to fill that balloon with thoughts. You may remember the comics you would have read and someone is thinking aloud in those comes.

They show a dialogue balloon near the head of that particular character. So that is where the dialogue balloon comes in, and you put up those balloons all around, on a specific kind of a wall. You tell the people to look at the images and fill up those balloons and wherein they will give up their actual thoughts associated with those images and so on.

There is one essential thing we must realize: integrated marketing communication is all about creativity, effectiveness, and reaching customers' hearts. And the research associated with integrated marketing communication also has to be very creative. The most beautiful part of this research is that you must bring innovative methods to talk to your customers.

So that you can get the right thing and then bring the right words, the right message, the right image, and so on, in story construction, you put up something in a messy form in front of the customer, or you put up a half situation in front of the customer and let the customer complete that. The story construction is a widespread thing that has been done by more or less all of us in our school days.

When the teacher used to give us a particular kind of a subject with the specific type of lines and asked us to complete those, kind of, so, for example, your father works like this. He is this kind of a person and this, and now you write about him, or your mother is a homemaker. She cooks

for you, does this for you, and then you used to put up so many things ahead of that story.

So, same because story construction would tell what you are thinking. And we have already referred to the psychological and sociological perspectives of consumer behavior. Remember those lessons, remember those discussions, sentences and picture completion. You just put up something on a half picture or so, you just put up a question mark there and let the people do whatever best they have to do.

And then, there is a beautiful method called Zaltman Metaphor Elicitation Technique, ZMET. Now, there are a whole lot of organizations related to ZMET. We all know what a metaphor is- it represents one thing in terms of another item. A thought or feeling in whatever way you want to express that.

So, how to correlate a thought in terms of something you want to look at. For example, you talk about happiness; can it be seen as eating ice cream with your family or let us say in these COVID times, we speak of joy. Can happiness be seen with the perspective of all of us celebrating Diwali, which is a couple of weeks away from today. Today it is the 18th of October when I am talking to you or recording this session for you, so I think the 4th of November is Diwali. So, can we think about happiness associated with all of us celebrating Diwali with our near and dear ones? Can it be considered? Can it be seen that way? So, you see the symbol or metaphor elicitation we are focused on. And again, as I said, if you read about this, you will like it.

And as I said, it is all related to lots of creativity while communicating with the customer or respondents. How creative you can be in putting up a thing in front of them so that he can put up a correlation from that side. And that is where you get the idea. Oh, yes, he wants festivities. They would probably talk about something else like visiting a place, and there comes some other imagination in front of you.

Probably, an airline is looking for a message during the coming festival days, wherein they want people to fly back to their near and dear ones, and they are attracting those customers to their airlines. Can they associate something with festivities? Is the customer looking for a hassle-free booking and then travel? Or a customer is looking for warmth during his travel? That is where these kinds of things come in.

Because people anyway would be traveling if it is allowed actually. So, these are essentially some appropriate methods.

Now there is copy research, and again it is no different. It involves lots of creativity. But copy research is related to evaluation wherein you have structured something, and now you want to evaluate what you have already thought of saying to the customer. So, this is done on actual integrated marketing communication. You have found out what the customer likes. What would the customer think?

Let me recall something at this particular moment. For example, Honda's joint venture parted ways when Hero motors and Honda motors separated. So, Hero tried to position itself with a slight difference, and they wanted to tell this country that now they are coming on their own as far as the market goes. And they are the same Hero who has been serving them.

They should not be considering a different motorcycle manufacturer or an organization. So, if you would remember, they released several kinds of messages, and if you analyze that particular kind of sequence. You would immediately agree with what we are discussing here. They would have gone for lots of integrated marketing communication research before deciding on that after their new structure came into force as Hero.

Now, what customer would like to hear from them? What kind of messages would a customer like to receive? What does the customer do? What do their customers have in mind? Do they have doubts about Hero Honda not being together, or do they know that Hero would be the same? How did they find out? They went to the customers, and as I said, probably, they would have talked to them.

They would have gone for several kinds of techniques. I am unsure what projective techniques, associative tests, or reflexive methodologies they would have utilized. But they would have gone through this process before reaching a particular type of conclusion. And they were then coming out with a sequence of integrated marketing communication messages through several modes.

And we will be talking about modes in due course of time, wherein we would be emphasizing how any organization goes for advertisements and on TV and then newspapers and then digital and so on that we will be talking about separately. But then, finally, they came up with 'Desh ki dhadkan,' and that was when the customer knew that they were the same Hero, and it clicked, started working, and they are doing well.

So that is what we are talking about, but when they came up with 'Desh ki dhadkan,' that was the time they would have gone again for this evaluative research—judging it at that particular time when it is released that something can be done if required. So, you see, that is where, as I discussed in the last session that it goes all along as soon as the copy is released, you have to go

for this kind of research.

And what are the motives and expectations as far as the copy research goes? You see, the account team wants assurance that the ad does what it is supposed to do. Because as I chose this example, it was a crucial time for Hero motors. You have a large production facility. You have been doing exceptionally well. You are one of the largest two-wheeler manufacturers or motorcycle manufacturers, and you are 'Desh ki Dhadkan' in terms of as far as your product goes; you have been doing well, but now your brand name will change, and it might change the thought process of the customer as well. And your partner is now your competitor as well. So, they have their motorbikes, Honda. They have their bikes in the market, and the customer might get confused when looking towards Hero or Honda. Until now, it was Hero Honda.

So, this is where the accounts team might have assured themselves that this would work, and there are several kinds of messages. Then the more sensitive one becomes when the efforts are more significant and more prominent are the implications we discussed earlier.

Now, some Copy Research Methods. Communication Tests are consumers getting the message. So, we have to ask people basically, and there are so many innovative methods of asking people. How are they getting the message? How do we do that? We look into the probable modes and then evaluate them by asking the customers if they saw that particular program?

Yes, did you see that particular advertisement, or do you remember that advertisement during that program? No, that means it was not good to release that advertisement for that specific kind of program. If he says Yes, then might be another question: do you remember what it was all about? You see, that is how we look into those modes through the eyes of the customers.

And that is where reality shows have played an essential part in helping advertisers or communicators get in natural touch with the customers at a mass level. For example, I would have mentioned Kaun Banega Crorepati earlier wherein call lines get opened up, and people focus on connecting to the program while they are getting connected.

They are definitely going for the sponsor's name, hearing it time and again, and if you will ask them or even if you do not ask them that they are hearing this particular kind of name. And they are watching those kinds of specific advertisements because they are glued to that special kind of program they might not be.

Getting away during those advertisements and there is a probability, and then you can go back to them and talk to them about that. So, next is Resonance Tests, to what extent the ad has ringed the bell in your minds? As I said, going back to them asking questions, do you remember something of that sort starting from a different kind of a thing?

As I said earlier, several techniques which we have mentioned and many more you go to the customer or the target, with an innovative approach eliciting meaning out of your discussions—and making him understand the purpose of your research while getting the best out of it. Because, when we talk of copy research, especially now, you are wondering, should we be going ahead with the same story?

To what extent should we be multiplying it because now you are considering allocating a larger budget to the exact copy? For example, while adding several modes or probably deleting some words. You might decide to reduce television advertising and increase digital methods. So that is where, before taking that call, you are working on finding the resonance.

Thought listings are associated with determining the thoughts that occur during exposure. Did it stay? How well does it persist? And so on, did it say it might stay because the occasion was like that, for example, a jewelry advertisement during Diwali or marriage season. But is it staying beyond that or before that and so on? And then several other tests, including the recall test.

How much the viewer remembers the message, and there you want to know the entirety. He might recall but not the complete message, defeating the purpose. So, you might think of reducing the size, reducing the content for a crux, going for a few words rather than the complete storyboard, going for specific visuals, removing some portion or narrative, or whatever—rationalizing your cost, bringing effectiveness, to increase the frequency and so on probably. And that is how recall tests help. And you see, there are a few beautiful advertisements, you might go to YouTube and watch.

One of the stunning advertisements by British Airways is a narrative given through the eyes of an air hostess. She is flying from London to India, Hyderabad, in that particular advertisement, wherein the older woman is sitting in the aircraft. She is not feeling comfortable leaving her son back there and is missing him, and the air hostess makes her comfortable.

And then they get connected. And then, the older woman invites the air hostess to her home in Hyderabad, cooks for her, and so on. British Airways is trying to say that they have been

connected to India since 1924. They are rejuvenating or strengthening that connection and air hostess who wants to know more about India and is representing British Airways and the customer who is an Indian from London back to India- generating beautiful perspectives around feelings and emotions here. Mercedes Benz- attractive advertisements. This young kid in this advertisement, 'when you go for the journey,' wherein he finds a Mercedes showroom on a map and goes early in the morning while walking and reaches that showroom. He tells this Mercedes guard, the person who is taking care of that showroom at that particular moment, he says that I feel lost. And he knows that this boy is naughty. He loves to sit in Mercedes Benz and says that this is the last time you have lost your way. So, he takes him back to his house, and you see they are trying to say that children love sitting in that car.

They are not only suggesting a child's comfort. Because that is more important for a person deciding to buy that particular kind of car, they are also emphasizing how well they are connected to the feelings and emotions of their customers- wherein they care for their children. On the other side, they are targeting their future customers as well. Now, it is beautiful that you are utilizing the storyboards to develop an emotional connection to your customer.

Not only present but the future as well. So, watch these advertisements, and you will enjoy them. There are several other methods, including behavioral intent, wherein people say they will buy the product. If they would, would they believe that? And you see, you cannot assure the purchase of that product. But then, that is the job of integrated marketing communication to ensure recall and persuade the customer.

We have talked about persuasion earlier as well. Go to that recording and try to watch that once again, and you will realize that ultimately, as a job of pursuing the customer. So that they go and purchase the product, we have to find out the behavioral intent through our IMC-based research. Then actual behavior is also the point of concern when we measure attitudes before and after the exposure. Could we influence that?

And that is the most crucial part if you can influence that. That means we are going in the right direction; we must strengthen that. Then frame by frame tests, wherein tracks and emotional responses to an advertisement are judged through several methods wherein you show advertisements in parts or in full, whichever way. And then there are physiological tests which are related to eye tracking or psycho, galvanometer test, or voice response analysis.

And science has given us many advantages in utilizing scientific methodologies to understand human behavior and find out what they feel while watching a particular advertisement. For example, going through eye-tracking or, let us say, putting a device on specific portions of our hands to judge the sensations that those advertisements might bring in and so on.



So, there are several beautiful methods through which we try to test the copies of the initial phase of the development of integrated marketing communication. Then again, recognition tests, attitude, and change studies are done. These are detailed studies wherein we forward the copy to the customer for further development or, let us say, with the initial release.

Then we stop for a while and go to the target customer to further think about what else can be done in terms of a particular kind of advertisement. And this is how, when we talk about a campaign that has been successful for a long, long time, this is how it has been developed. This is how it has been taken forward. And then you see it; it is our job to understand whether it worked.

But was it relevant for a particular audience because our storyboard targets a specific type of customer? Because here I want to mention specifically, in all due course of time, when we talk to our respondents, who are our customers, we project this similar kind of respondents or customers in our storyboards as well. So that they can resonate with that narrative or communication while watching those advertisements. So, now you are projecting a particular customer in one of the messages.

For example, you would have seen this Space case Finolex Fans wherein a space scientist runs out of his pickle. It is funny. But is it resonating with the audience? You have to find it out. Then Bajaj CFL, somehow the storyboard mixes a shirt's whitening with the CFL's brightness. Does it work? Has it worked? You have to find it out.

So, go through these advertisements, and you will immediately realize that my intent here is to bring up a thought in your mind that once we put up a copy, once we develop a message, it should reflect the same intent which we have found out from the audience, in front of the audience, once it is structured and released because the story with which it is carrying has to develop a connection.

And that is the primary responsibility of this story or the message and how it would do? If we have found the right element to be projected, how do we do that? Through Integrated marketing communication research. So that is all from my side. I will come back with several other inputs for you in time. In my following discussion, I will discuss integrated marketing communication planning. I will be projecting some statistics in front of you to generate a cord of this discussion in our subsequent meetings. So, till then, goodbye, enjoy your videos, and keep learning. Thank you.