

NEGATIVE MESSAGE / ADVERTISEMENT

- There are a lot of negative messages which are shown in the Media in the form of advertisements.
- These negative advertisements are done by companies to focus on their competitors faults or mistakes, thereby proving the superiority of their own product.
- Negative advertising is a form of advertising that aims to highlight a competitor's faults and degrade their message.
- Hence, it is important to identify Negative Advertising because the message conveyed in it may not necessarily be true.
- Any decision taken by you on the basis of Negative Advertising will be beneficial to the company which is doing it.
- As a result, it may affect the competitor's company negatively.
- Apart from that, you may also suffer if the claims made in the Negative Advertisement are false and you have already purchased the product.
- So, it is crucial to know the different types of Negative Advertisings

TYPES OF NEGATIVE ADVERTISINGS

- Bruce Pinkleton (1997) suggested three types of negative advertising.
- They are given below:
 - a) Attack advertising
 - b) Comparative advertising
 - c) Negative advertising

a) Attack advertising

- Attack advertising contains an aggressive and one-sided assault.
- It is designed to draw attention to an opponent's weaknesses in either character or issue.
- 'Attack' advertising and 'negative' advertising are often used interchangeably, but attack advertising also represents the most malicious form of negative advertising.

b) Comparative advertising

- Comparative advertising identifies a competing candidate or company for purposes of imputing inferiority and degrading prospective voters' or consumers' perception of the targeted candidate or company to the advantage of the sponsoring candidate or company.
- Generally, comparative messages use candidates' or companies' records, experience, etc. to communicate negative information about the target to voters or consumers.

- There are two subsets of comparative advertising: **Direct Comparative Advertising** and **Implied Comparative Advertising**

Direct Comparative Advertising

- Direct Comparative Advertising uses a two-sided message to identify the targeted candidate or company and contrast specific aspects of the candidate's or company's records, experience, etc.
- The result is to position the sponsoring candidate or company as the obvious, superior choice.

Implied Comparative Advertising

- Implied Comparative Advertising is one-sided.
- It does not mention the targeted candidate or company specifically.
- Instead, such advertising draws the audience into making candidate's or company's comparisons based on their knowledge of key issues and their interpretation of the advertising message.

c) Negative Advertising

- Negative advertising directly assaults a targeted candidate for broken promises, a poor voting record, public misstatements, and the like.
- Such advertising often is referred to as "mudslinging".
- Researchers generally note two subsets of negative advertising: **Negative Issue Advertising** and **Negative Image Advertising**

Negative Issue Advertising

- Negative Issue Advertising cites a candidate's position on specific issues or items of public policy.
- Such advertising may contain information about an opponent's political record, voting record, issue stands, and criminal record.

Negative Image Advertising

- Negative image advertising cites a candidate's personal characteristics or traits without addressing specific issue positions.
- Such advertising may contain information about opponent's medical history, personal life, religion or family members.

SURROGATE ADVERTISING

- A Surrogate Advertisement is generally understood as – 'the one in which a different product is promoted using an already established brand name.'
- Such advertisements or sponsorships help in contributing to brand recall.

- The different products shown and used in the advertisement are called 'Surrogates'.
- Surrogate could either resemble the original product or could be a totally different product, but using the established brand of an original product.
- Mehta (2003) is of the opinion that Surrogate Advertising is not only misleading, but also presents false and dishonest information in many cases.
- It has a very negative effect on the markets as a whole.