

Hello student today let us see the last part of Unit 4 which is Dagmar approach.

Here we're going to see the concepts merits and demerits.

The learning outcomes of this module.

Upon completion of this module,

you will be able to understand

this dagmer approach,

which is a marketing tool used to compute

the results of advertising campaign.

Also, you'll be able to understand the

benefits and limitations of this model.

As you can see the Dagmar approach.

The full form is defined advertising

goals for measuring advertising results.

I repeat, the Dagmar approach simply

means define advertising goals

for measuring advertising results.

Let us go into the history of this approach.

This model was proposed by

Russell Colley in the year 1961.

Russell Koehly advocated that effective advertising seeks to communicate rather than to sell.

Advertisers discover whether their message conveyed enough information and understanding of a product to their consumers and also its respective benefits from clear objectives.

The Dagmar approach can be divided into 4 phases, OK or other.

We can say Russell Colley has given this Dagmar approach which can be divided into 4 phases.

The first one is awareness, the second one is comprehension, third one is conviction.

And 4th one is action awareness is basically where the customer is.

He's made aware that this product is existing in the market.

Comprehension is where the

customer understands the product.

Conviction is where the customer is

convinced about the product about his

features, about his benefits and action.

Of course means that the customer

approaches or buys the product.

Let us try to understand each

of these phases.

The first phase is awareness.

Now it's very important that when you're

launching a product in the market,

the customer should be aware

that this product or the service

is available in the market,

so this awareness is needful before

the purchase behavior is expected.

The fundamental task of an

advertising activity is to improve

the consumer awareness of the product.

Once the consumer awareness has been

provided to the target audience,

it should not be forsaken.

Because the target audience can get
distracted by the other competing messages.

Here at this particular phase,
the objective is to spread awareness
among the target audience about its
new product launch in the market.

So this is the first stage where the
consumer is just made aware that this
particular product is there in the
market or is newly launched in the market.

Let us go to the second
phase that is comprehension.

Awareness on its own will not be
sufficient to stimulate a purchase
because we may be aware that so many
products are there in the market.

Are we going to purchase all these products?

No,

there should be something which
should tempt us or which should

motivate us to buy the product.

And for this reason the company has

to portray to its consumers the

features and the distinctiveness

of the new product.

And also remind the consumer of

the company logo and

the brand name.

Well, let us take an example.

Supposing a company wants to sell a new

toothpaste which is large in the market.

And as you know, there are already

the market is flooded with

different types of toothpastes

from the different other producers.

Now what would you do if you want

to promote your product or if you

want to stimulate a purchase of

your toothpaste you will have to

tell people how your toothpaste

will provide them some additional

benefit or how it is more effective

than the other toothpaste which

are already there in the market.

Maybe you have to say that that is salt

which is there in the toothpaste which

will help you to solve certain gum problem.

All you have to say is that

your product is animal free,

doesn't have any animal fat,

it's a pure vegetarian toothpaste

or something, you know,

which will attract more

customers towards your product.

So as you can see at the second stage,

that is comprehension,

the objective is to provide

all the information,

all the features about the product or

tell them about the benefits of the

product so that they may think of,

or they may be stimulated to

purchase your product.

Now I go to the third stage

or the third phase,

that is conviction.

Now at this phase we can see that

the customer evaluates different

products and plans to buy the product.

At this stage,

a sense of conviction is established

by creating interests and preferences.

The customers are convinced that

a certain product should be tried

at the next purchase.

Now the job of the advertising

agency here is to mold the audience

beliefs and pursue it them to buy it.

The company will attach the customer

emotionally to the product so

that the customer establishes and

emotional preference for the company.

Brand conviction is often achieved

through messages that convey the
superiority of the product over the others.

By flaunting the rewards or
incentives for using the product.

Here the objective is to create a positive
mental disposition to buy a product.

For example,

if they want to sell their soap,
they may say that we use gangajal to make
this soap so that creates emotionally
attachment towards that product.

You feel that the soap is
sacred and we should go for it,
or they may say that this product
has got something natural.

You know which is good for the scheme,
so something that will make you emotionally
attached to the product to buy the product.

And last stage,

of course,

is action now.

This is the final step,

which will involve the

purchase of the product.

Here the objective is to motivate

the customer to buy after that

action stage is completed.

The company that evaluates the

success of the marketing efforts

using their Dagmar approach,

the company measures how fast

the customer processes through

the four stages of purchase and

how many sales are generated.

In cases where the customer is

distracted and deviated from

buying the product and the company

doesn't meet the sales goals,

the company needs to change

its advertising campaign.

Now let us see the advantages

of the Dagmar approach.

The 1st and the foremost advantage is that it focuses on communication objective, as we saw that Coley believes that advertising is to communicate and not to sell.

OK, so we can say that this particular approach focuses the advertisers attention on the importance and the value of.

Using communications.

It is communication based objectives that is important in this particular approach as against the sales based objectives.

So the purpose is to communicate the idea, to tell about the product, to make the people aware about the product, to discuss the features of the product.

So doing the best to communicate to inform the consumer about the product.

Now whether that will lead it to sales or not, that is a different story.

OK, so here it is.

Communication based.

The objectives are communication

based rather than sales based.

Then provides better understanding

of goals and objectives.

Now it is said that this particular

approach or model measures how well

the campaign deal visa is the plan.

So there will be a plan as to

how the sales will go up or what

will be the increase in the sales

after using the measures or after

use taking certain measures OK.

And now you can compare what is the

outcome of this campaign vis a VIS

the plan and objective approach.

Now it is often.

Said that,

this particular method is a very

objective method because it lays

emphasis on measurement by creating

specific and operational goals

which may be measurable.

Let us try to understand the

disadvantages of the dagmer approach.

No,

often it is said just I mentioned

as I mentioned to you,

this did not approach is

more of communication.

It is based on communication objective

rather than sales objective.

So the sole purpose of advertising

is to generate sales.

OK,

any business would spend so much of money

on advertising to generate sales right?

Even though you may be best at

giving at providing information.

Or understanding to the consumers,

but as long as it does not,

if it does not generate sales that it

is of no use because the sole purpose of advertising is to generate sales for any businessman or any company who is spending on advertising.

However,

this model Dagmar approach given by Russell Colley says that communication is more important or he's focusing more on communication rather than sales.

So as the completion of communication task may not result in purchase, the only measure that needs to be undertaken is that of sales.

Short term accountability managers do not have adequate time to spend on analyzing the levels of comprehension and preference and convert them into formats that are going to be of direct benefit to them and their organizations.

So therefore there is short term

accountability of this model.

Then restrictions on creativity.

Now this particular model is basically

planned and rational approach to

setting advertising objectives.

It imposes 2 more structures and

therefore it may restrict the creativity,

practicality and cost.

It is practical only for large firms with

substantial research and advertising

budget because it is a costly approach.

Lot of time and lot of

resources are required.

If you adopt this particular approach.

Therefore they say that.

But this particular approach is

more appropriate for large firms

who can do a lot of research,

and we've got a good advertising budget.

It lacks practicality for small organisations

problems with response hierarchy.

It is based on hierarchy of effects model,
and the consumer often does not
follow the sequence of communication
effects leading to purchase.

In other words,

action may precede awareness

just to give you an example,

you may go to a.

Love shopping mall and you may buy

some foreign chocolates.

Now we have bought this foreign

chocolates not because you have seen the

advertisement of those foreign chocolates.

And then you have been

motivated to buy number.

It could be that you have just

seen the chocolates bought it.

You have not seen any advertisements

about this chocolates.

If you go by this example then this

model will fail because as per this

model to purchase any product a consumer will go through the four phases.

But here it could be that before even you are aware that this product in the market, the minute you see it in the supermarket is products you like it and you buy it.

OK,

not because you have gone through the three stages and you have reached the fourth stage to buy the product.

OK,

so this is another demerit difficulty in determining what constitutes adequate levels of awareness and comprehension and how it is to be determined which stage the majority of the target audience has reached at any given point of time.

This is very,

very difficult to determine whether the customer is at the first stage

or second stage or third stage.

Very difficult and the customer

may overtake any stage and they may

go to the last stage in purchase.

OK, as I mentioned to you in the example,

to conclude we can say that Dagmar

method or Dagmar approach or Dagmar

model given by Russell Colley

is a long established method of

creating effective advertising.

The idea behind the method is to

communicate again, repeat here.

The idea behind this method is

to communicate rather than sell.

You may not be selling the product much,

or you may not.

The communication might not result

in sale OK,

but here the focus is totally on how

best you can communicate about the product.

Give the information,

the awareness about the product
in the market.

The dagger approach is used by
many promotional planners to set
plans of advertising in marketing.

This approach is also used to set
advertising objectives and to measure
the results against the plan.

These are some of the books which
you can refer for your reference.

Aaron Williams.

Contemporary advertising by Tata.

McGraw Hill deli. Shankar amitha.

Advertising by self publishers Chula

S advertising and sales promotion
by Himalaya Publishing house.

Ruchi Gupta advertising principles

and practices by Sultan and

publications and these are some

of the websites which you can

refer to for understanding this

concept of Dagmar approach.

Thank you students.