

# FACTORS DETERMINING AD BUDGET

- Objective of Ad Campaign- depend on objective ,new brand awareness ,over large market areas , limited area , i.e. Local , National , International
- Competition- competitors in Market & policies , Monopoly ,
- Type of Audience- lower income groups , no need of expensive computer graphics ad., rich location , film ,exclusive models ,
- Frequency of Ads- high frequency ad. Huge budget , limited frequency less budget , i. e Pepsi , Santoor, FMCG products
- Type of Media- media mix , indoor and outdoor , Doordarshan ,magazine , Newspaper, Poster ,
- Type of Products- FMCG ,Industrial ,Textile , industrial products require
- Size of Company- depends on Firm , large com. Large budget , compared to small
- Mgmt. Philosophy - positive attitude , heavy ad. To promote , huge budget