Project Dissertation Report on

BILLBOARD ADVERTISEMENT AND IMPACT OF BRAND TAGLINE

Submitted By

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CERTIFICATE

This is to certify that the Project Report titled "Billboard Advertisement: Rationale And Attitude Towards Brand Tagline" is the bonafide work of "Vikas Raghuvanshi (2K20/DMBA/**147**)" 2nd Year student of Master in Business Administration of Delhi School of Management, Delhi Technological University (DTU), Delhi carried out under my supervision.

Place: Delhi

Date:

Prof. Deep Shree

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DECLARATION

I hereby declare that the Major Research Project Report entitled "Billboard Advertisement: Rationale And Attitude Towards Brand Tagline" submitted by me to the Delhi School of Management, Delhi Technological University (DTU), Delhi in partial fulfillment of the requirement for the award of the degree of Master in Business Administration (MBA) is a record of bonafide project work carried out by me under the guidance of Associate Professor Deep Shree. I further declare that the work reported in this project has not been submitted and will not be submitted, either in part or full, for the grant of any other degree or diploma in this institute or any other institute or university.

Signature of the Candidate

Name: Vikas Raghuvanshi

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Sincerely,

Vikas Raghuvanshi

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EXECUTIVE SUMMARY

Advertisements are being used to communicate, persuade, or remind buyers regarding the goods or services offered by any business, and they invest a substantial amount of money in various types of advertising to get the most market share. The major way of grabbing a customer's attention is through advertising. Across industries and businesses which are having a large number of potential consumers and a variety of options/ assortments available, as well as a coupled tough competition in which each firm is facing survival issues. These businesses promote and hope that customers will respond favorably to their offer. As a result, measuring the impact or efficacy of marketing is critical for these businesses. The project considers the impact of ads and their dynamic.

Despite the significant impact of various advertisements and marketing efforts and dynamics by firms, taglines on billboard advertisements have a different impact on customers, past research has misunderstood the idea of strategic taglines as discursive resources. A tagline with purposeful ambiguity has a substantial impact on customer attention. However, when consumers were exposed to the commercials, I noticed considerable impacts of attitude toward tagline advertising, perception toward tagline ads, and brand reasons employing tagline ads on consumer attention, indicating that the tagline is successful in capturing consumers' attention.

During this study I used tools and techniques to observe the behavior of customers and their attitude towards a brand tagline. There was a questionnaire survey through which I collected the data and then finally used statistical tools to arrive at a relation between the responses and their relevance with my study.

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INTRODUCTION

Any public announcement, such as a printed display in a newspaper, short film on television, broadcast on radio, etc, meant to promote products, publicize an event, etc. It is a frequent kind of nonpersonal communication about an organization and or its products, ideas, services, and so on that is conveyed to a target group through a mass media, or a cost-effective endeavor to market or popularize a certain product or service. It is a broad phrase for anything or an idea that has been spread throughout the public. Companies spend a lot of money on various forms of advertising in order to get the highest market share, and they should see a corresponding return on their investment in terms of sales.

Over the course of ten years, industries and businesses have grown dramatically, owing to the increasing contribution of advertising used by various companies to influence purchasers and make them more aware of their product. In India, businesses provide a diverse range of products and services, with a distribution that is widening as the economy develops and the purchasing power of the working and lower middle classes grows.

Objective

Advertisement has a great potential to influence a customer's decision while acquiring a car. As a result, it is considered:

- To get a better understanding of the impact of advertising/promotion.
- To appreciate the influence of advertising on brand identification, brand building, brand recognition, and, finally, plan selection when purchasing a product.
- To determine the most effective advertising medium.
- To establish a link between advertising and purchasing decisions.

Advertisement is not only used to raise awareness of a product or service; it also plays an important role in the purchasing decision. It is well understood that all businesses spend a significant amount of money on advertising in order to promote their products and reach the largest possible market. It is also critical for businesses to understand if their marketing is successful and captivating. The current study contributes to the understanding of the impact of advertising on customer behavior before purchasing any product or service.

LITERATURE REVIEW

- Advertisements are used by businesses to generate a fundamental knowledge of their product or service and to create a picture in the minds of potential customers (Morden, 1991).
- The most effective advertisements ever seen are firmly entrenched in language strategies, which allow them to successfully capture attention to the company and keep customers engaged over time. Consumers might perceive brand taglines in a variety of ways, and they've become a hot issue of debate, whether for or against. (Do & Polsa, 2018)
- When used effectively, language is an essential element in human interaction that provides mechanisms for shaping positive behaviour. Taglines have the ability to represent the personality of a brand and its distinctive presence in the market. (Dirwan et al., 2021; Shahid & Ashfaq, 2021)
- By their diverse opinions regarding the usage of advertising, customers had (or have) a positive attitude toward advertising, which is a helpful indicator for marketers.
- Advertising should be cost-effective since it drives up the price of the product or service. (Punniyamoorthy and Parthiban)
- Taglines are strategies for catching the attention of customers using puns, phrases, or lines, as well as rhetoric elements. A good tagline increases customers' affections and emotions of message relevancy, connation, and linkages, as well as attracting patronage to the brand. Munthe and Lestari (2016).
- Advertisements have a significant influence on consumer purchasing behavior. If the negative impact is reduced, ads become the most valuable communication tool for achieving any company's marketing goals. (Rao and Rao)
- Effective advertising has a significant impact on the consumer buying decision-making process, thus the advertisement must create a lasting impression on the customer's mind and urge them to make wise decisions. (Kapoor and Si).
- Advertising is a notion that is utilized as a communication tool and is one of the most effective ways to influence the market, either directly or indirectly (Xiaoli Nan and Ronald J. Faber, 2004).
- Another topic garnering a lot of interest is language mechanisms that influence attitude development and behaviour correspondence. One major area of inquiry is the usage of idioms and their influence on attitudes. Studying regarding the police or the authorities as either caretakers or warriors, for example, resulted in increased or decreased affinity for the cops. (Thibodeau et al. 2017)
- Marketing agencies sometimes request that billboard displays be placed on turns because they garner more attention than advertisements placed horizontally on straight roadways. (Beijer et al., 2004).

RESEARCH METHODOLOGY

- Descriptive Research Design was employed in this study to obtain and understand the marketing efforts by a marketer, by gaining information in a more systematic way to efficiently explain a phenomenon or a prevalent condition.
- All sorts of primary data was gathered via a questionnaire survey, consisting questions regarding their buying behavior while having interest or owning a vehicle and secondary data was gathered via various citations to published papers, commercial publications, social media sites, and online blog sites and from various other sources which are available in the public domain.
- The study's demographic is made up of people who own or want to own an automobile for their family, and consist of staff/students/faculties at universities, Employees at corporates/MNCs, government employees, self-employed people, housewives, and so on.
- The technique employed is a convenience/judgmental sampling strategy with approx. 150 sample sizes. As the respondents are all known to me hence they are able to participate in this survey and also they shared the asked information in an appropriate way. Because no one wants to share his/her information publicly but still i got those responses which is very helpful in my study.
- After getting responses, they were analyzed in a way that benefited a marketing manager in taking a decision regarding billboard advertisement, tagline for brand and consumer behavior regarding an advertisement was made.
- Various actual billboard examples were presented in this work to showcase a difference between billboard advertisements by different brands. Those having achieved their marketing goals or not but the same is associated with the responses I have received.
- A few examples of brand tagline and slogans were also presented in this study to again showcase a difference between the marketing achievements of a brand (which can be verified with the market capitalisation of that particular brand or product) and how a tagline will be able to affect a brand and consumer behavior towards a product or services a customer is or willing to consume.
- A few tools and techniques were used during this study to observe the behavior of customers and their attitude towards a brand tagline. There was a questionnaire survey through which I collected the data and then finally used statistical tools to arrive at a relation between the responses and their relevance with my study.

Billboard advertising

Billboards are often put in prominent locations across the city, such as roads and airports. Mobile billboards installed on vehicles or digital screens are also widespread these days. These can be on specialist vehicles created specifically for transporting ads along client-selected routes, particularly outfitted cargo trucks, or, in certain circumstances, giant banners dispersed from planes. For example, on Air Asia's flight, posters for Superstar Rajnikant's film Kabali were exhibited.

Digital Out-of-Home (DOOH)

You've probably heard about DOOH advertising. To comprehend DOOH advertising, we must first understand OOH advertising. Outdoor advertising, or OOH, is a type of conventional outdoor advertising. Billboards, store advertisements, in-car ads, and other OOH forms are common.

The inclusion of digital features to out-of-home (OOH) advertising is known as digital out-of-home (DOOH). DOOH refers to interactive advertising that is exhibited in public spaces and is aided by digital networks. This comprises digital billboards, outdoor signs, and networked screens in places like stadiums, malls, and hospitals that cater to companies.

DOOH is becoming increasingly popular for a variety of reasons. Nevertheless, they provide the advertiser with greater reach and control while capturing the attention of the public more efficiently than static billboards. In fact, according to a Nielsen research from 2015, 75% of respondents remembered seeing a digital billboard in the previous month, with 82 percent of those recalling seeing advertising explicitly. DOOH might be the novelty that marketers are seeking for in the advertising sector at a time when traditional advertising is frequently considered a nuisance.

Digital out-of-home (DOOH) billboards have become one of the most successful techniques for reaching customers on-the-go by dynamically providing marketing information, such as pictures or videos, to audiences. According to PQ Media, the worldwide DOOH advertising business expanded by CAGR 8% to a total of 7.4 billion dollars in 2021, with DOOH advertising sales in India alone increasing by CAGR 14% to 100 million dollars. Furthermore, consumer DOOH exposure is increasing considerably, with the global average weekly exposure reaching roughly 59 minutes.

Differences

The key distinction between DOOH and OOH is a single word. Digital. Out of Home, or OOH, advertising reaches individuals in public locations outside of their homes. However, these are either static (with set pictures) or electronic billboards. Digital Out Of Home advertising, on the other hand, is dynamic. This implies that the content of the page can be altered at any time to any advertisement or piece of information from a networked device. DOOH also enables for tailored advertising based on who is looking at the displays.

Real-time Messaging

Advertisers that use DOOH may change their messaging in near real-time. This implies that you'll be able to test messages in a lot more places. OOH communication, on the other hand, is more difficult to update than DOOH advertising. Vendors can also provide ad insertion capabilities to advertisers and digital display network owners by providing client-side or server-side ad integration with third-party or in-house ad servers.

Programmatic Content

DOOH programmatic advertising is comparable to internet advertising, however it is used in public locations. The advertiser constructs their campaign using a platform, including targeting, scheduling, and placement information.

Ads are subsequently shown on public digital boards that correspond to the marketers' specifications, saving time and effort. This was never conceivable with OOH advertising, which is why programmatic DOOH has swiftly become a top income generator for overall advertising. In fact, programmatic buying generates 40% of all income, with a projected $4 billion in revenue in 2018 in the US.

Dynamic Advertising

Advertisers that combine DOOH content with technological skills are only beginning to scratch the surface of what they can do. DOOH, for example, may be designed to modify content based on whether it's sunny or rainy by evaluating meteorological data. They can also be altered dynamically in response to unexpected circumstances. Restaurants, for example, might design special offerings in the event of aircraft delays. Furthermore, picture recognition allows adverts to change depending on the demographics of the audience!

One of the most important advantages of DOOH over OOH is that media buyers just pay for impressions and receive complete information on their campaigns. Similar to digital commercials, DOOH campaigns may produce audience metrics. Both marketers and network operators will benefit from this. It provides information such as proof-of-play, scheduled reports, and any issues, allowing the advertiser to keep track of their ad campaign.

Furthermore, advanced statistical technology suppliers can leverage this information to assist marketers in obtaining real-time operational metrics via model development.

DOOH is becoming increasingly important in digital marketing initiatives because of its message flexibility and increased control over targeting and reporting. It's hardly surprising, however, that Upbeat estimates the DOOH business will increase exponentially to $20 billion by 2025, thanks to platforms that make buying DOOH advertisements simple.

For digital advertising, digital out-of-home is becoming increasingly important. It does, after all, provide intriguing possibilities with so many good connections and linkages to new or current technology. Advertisers, both local and global, will increasingly adopt the format.

The market is on the threshold of a new Outdoor era, wherein the format's efficacy, adaptability, precision, and dynamic properties will allow it to serve consumers in ways we're only beginning to comprehend. As infrastructure is established and polished, as we improve our own abilities, and as emergent platforms and technology become more consolidated and integrated into our existing media planning processes, the next several years will be interesting.

Despite being a booming business, DOOH advertising has the following drawbacks. It is difficult to execute targeted advertising and suggestions, i.e., sending marketing material to audiences who may be interested in the advertised items, due to a lack of consumer profiles. Without ad targeting, companies may reach the "wrong audience," resulting in a waste of money.

Offline advertising influence spread measuring using quantitative methodologies is still in its infancy. Even while various methodologies, such as the gross traffic volume tool, are used to measure such a statistic, it is still unable to fully depict the offline advertising spread impact when compared to online advertising's pay-per-click mode.

The requirement for DOOH systems to respond to advertising queries in near real time is growing as the drive toward personalisation and intelligence continues. For example, people passing by may be alerted to the fact that a bakery on the corner of the street is soon to run out of fresh doughnuts. However, previous DOOH systems were unable to provide enough assistance.

Massive amounts of trajectories are created and captured in a crowdsensing fashion, thanks to the increasing penetration rate of GPS-enabled mobile devices. It offers a fresh viewpoint on how to make targeted billboard advertising more effective. In practice, it opens up a new way to derive implicit audience features, such as travel intentions, from GPS crowdsensing data. Intuitively, the return on marketing investment of a marketing campaign might be increased if the audience's travel intention closely matches the topic of a shown commercial. Furthermore, effective quantitative models based on human movement patterns might be developed to precisely describe advertising influence dissemination.

3D Billboard

For many years, billboards have been employed in advertising. It is extremely successful at raising brand recognition and increasing product reach. A visual experience is provided by billboards. Even the busiest members of the public are made aware of the events and companies thanks to its powerful advertising. 3D billboards, the most recent advancement in billboard technology, provide even more advantages.

For the viewers, 3D billboards provide a remarkable visual experience. The ultimate product is more immersive and engaging when billboard advertising is combined with 3D technology. It may be shown on numerous mediums, similar to billboards. However, when compared to traditional billboards, these billboards are more effective.

What is a 3D billboard?

3D billboards are created by combining 3D technology with traditional keyboards. To put it another way, these billboards make use of technology to create a three-dimensional image. These billboards aren't real or two-dimensional. As a result, they provide a superior visual experience to the spectator. This type of marketing allows you to stand out from the crowd. The brand's character comes to life using 3D billboards. Customers are more willing to investigate your brand since the visual experience is so similar to reality. The public is immediately drawn to the 3D effect. It also keeps the audience's attention for longer. These billboards may be placed anywhere there is an available advertising area.

3D billboards have a greater retention rate than traditional billboards. It's a great method to tell a tale and get your brand message out to the general audience. 3D billboards deliver the message considerably more quickly. You are not only displaying your company to the public but also providing a captivating experience with these digital billboards. 3D technology provides dimension to your material and increases the impact of your advertisement.

How does a 3D Digital billboard work?

3D Digital Billboards function similarly to other 3D displays. On the screen, there are two separate pictures. These two photos were taken from two different angles. These two pictures are then blended into a single video. This gives the film a three-dimensional look. These pictures are perceived by our left and right eyes, with slightly distinct images in each eye, which gives 3D technology its depth.

We see items in the same manner in real life. The depth we sense in real-life things is owing to the fact that each eye sees two separate pictures. This gives the illusion of depth. When using 3D technology, the eye is tricked into believing something is genuine when it isn't.

The 3D digital billboard uses digital material and digital processes to generate the three-dimensional appearance on the billboard display, rather than creating 3D effects using apparent structures. Because there are no tangible elements with edges to make the image appear fake, the visual is considerably more believable.

Differences

2D pictures are used on traditional billboards to convey the message. These visuals seem flat on the screen and do not resemble a real-life object. A single image with a single perspective is projected on the screen. The graphics on 2D billboards are flat and lack depth, making them unappealing. These billboards have been around for a long time and are widely employed in the marketing sector.

3D billboards, on the other hand, are starting to catch on in technologically advanced countries. Three-dimensional technology is used in 3D digital billboards to provide a realistic effect. Two separate pictures recorded from two different viewpoints are shown on these billboards. The illusion of depth is created by the way they are perceived by human eyes.

The depth illusion created by 3D digital billboards adds to the credibility of the film. The visual experience delivered is more enticing to the public since the material presented on these billboards looks to be real-life things. 3D billboards are distinguished from static graphics presented on traditional billboards by the real-life effect they provide.

Throughout the years, traditional 2D billboards with static pictures have been deployed. Despite the fact that they have consistently done well over time. The appeal of 3D ones is undeniably greater than that of traditional ones. As a result, nations like China, South Korea, and Japan, who are famed for their advanced technology, are stepping up to the plate.

The first reason 3D digital billboards outperform traditional ones is because 3D technology provides a more aesthetically appealing experience. The audience quickly loses interest in stagnant 2D pictures and may even miss the ad. It's difficult to look at them and not notice them. The visual experience is so appealing and satisfying that people tend to stop and watch it for a while.

Second, these billboards have a higher audience retention rate. This raises brand recognition and makes it easier for a company to be recognised. We are too preoccupied with our daily lives to notice any advertisements posted on the streets. These don't just show an advertisement; they also give the viewer a satisfying visual experience.

Characteristics of 3D Digital billboards

Three-dimensional graphics generate the appearance of depth, allowing viewers to experience real-life things. Because the 3D effect is created in a similar manner to human vision. The things are realistic in appearance. Because both of our eyes perceive two separate pictures, we can see depth. This allows us to perceive depth in things. Two separate photos collected from two different angles are likewise used in 3D technology. This gives the film the appearance of depth.

The impact of 3D film is greater than that of static billboards. While the pictures themselves are two-dimensional, the illusion they generate is three-dimensional. To produce the realistic 3D look, these billboards employ a variety of artistic approaches. The translucent 3D billboards, for example, interact with the surroundings in a way that harmonizes with the ambience. They create visual effects that blend in with the environment. These many art styles add variety to the visual experience while also creating the appearance of realism.

Visual Experience of 3D Digital billboards

3D Digital Billboards provide a captivating visual experience. The footage's three-dimensional appearance gives the information a depth that static photos lack. As a result, these clips appear more realistic and interesting. Viewing three-dimensional material on digital 3D billboards provides a priceless sense of fulfillment. Digital 3D pictures on billboards are instantly recognisable. They provide visual enjoyment to the observer. A well-produced 3D video provides the audience with a rich experience that lasts long after the video has stopped playing. Graphic designers may use 3D digital billboards to showcase their creativity and convert advertisements into works of art. Digital billboards with 3D technology provide an artistic place to appeal to the public with aesthetics and offer them visual enjoyment. Transparent billboards, for example, provide a visual experience that is in tune with the surroundings. It's a place where you can go on countless adventures. Artists just need to find a way to express themselves without fear of being stifled.

Why 3D Digital billboards are perfect for marketing?

The future of marketing is 3D Digital Billboards. Though traditional billboards have proven to be effective over time, 3D digital billboards have proven to be a superior marketing tool. Traditional billboards include static pictures that are unpleasant. The public has become numb to the same old static billboard advertisement. People are more interested in seeing what the commercial is about using digital 3D billboards. The billboards' three-dimensional impact increases viewer retention. It provides the road for brands to establish themselves. With 3D commercials, it's also simpler to get the point through. It provides a moment of reflection and refreshment in the life of the general people. These billboards are fantastic for increasing brand recognition. They help your company stand out from the crowd. It provides immediate awareness. Regardless of where you place your ad, the 3D effect will ensure that your message reaches a large audience.

Live Case

Here is an example of a brand experiencing a new technique and first of a kind advertising medium in India. Tanishq, a jewelry manufacturer, has unveiled a 3D anamorphic display in Mumbai to promote its new range. Tanishq brand uses a 3D billboard in Mumbai to bring their jewelry line to life. The exhibit uses virtual reality (VR) and augmented reality (AR) to engage individuals walking past the Bandstand Promenade in Bandra, Mumbai. Similar to Nike who recently installed their first 3D billboard in Shinjuku.
In the jewelry industry, Tanishq has built new paradigms. It wants to develop new storylines using creativity, cooperation, and inspiration, keeping its consumers at the center of all interactions. Tanishq is investigating the introduction of its collection,

Romance of Polki, in an immersive metaverse experience in April, 2022 and they were excited to deliver another immersive experience for yet another unique collection, Live a Dream with the first ever 3D billboards in India. The collection's beauty, complexity, and workmanship are brought to life in this first 3D exhibit, which is a visceral experience of the bizarre world of dreams.

Hyper-realistic 3D digital out-of-home (DOOH) billboards have dazzled passers-by on busy streets in Japan, South Korea, the United States, the United Kingdom, Kuala Lumpur, Singapore, and China, and now Tanishq's latest installation has made its debut in India. The installation, which is dubbed an anamorphic illusion or anamorphosis, is a distorted projection that shows itself once you occupy a precise vantage position at Mumbai's Bandstand Promenade in Bandra.

According to the firm, the aim for this campaign was to create something dreamy, paradisal, surreal, and bigger than life to expose the collection to a wider audience in a way that is accessible, engaging, and joyous. The eye-catching OOH campaign features distinctive diamond jewelry that echoes desire. The observer has a one-of-a-kind experience when they see the optical illusion effect on the billboard in real life.

For the first time, a method known as 'Anamorphosis' was used to produce optical illusions for the observer in India. It's a fantastic new tool for creatives. The installation is difficult to describe yet surprisingly simple to see with the right perspective, lighting, and shadows, which don't require any special glasses, mirrors, or technology.

Tanishq is always exploring new ways to delight customers with engaging, inventive, and meaningful experiences. This project has unquestionably exceeded expectations. They are bringing brand immersion to a new level with this powerful DOOH branding exercise. It's generating a lot of attention and demand in the advertising world. The desire for immersion and a mixed reality with our everyday screens will determine most future trends in the advertising sector and beyond as technology advances. It began with virtual reality (VR) and augmented reality (AR), and is now expanding to include out-of-home advertising. The installation, with its revolutionary technology and eye-catching aesthetics, has been receiving positive feedback in the city since its debut over the weekend, and the company aims to bring it to other key cities as well. Tanishq has forged new paradigms in the jewelry industry, they want to build new tales using innovation, cooperation, and inspiration, keeping the customers at the center of all interactions.

GoT: The Game of Tagline

In recent years, the use of strategic ambiguity taglines has grown increasingly in billboard advertising. Billboard advertising is a sort of outdoor advertising used by businesses in high-traffic areas where passing pedestrians and motorists may see them. Because it presents the greatest difficulty in "marketing communication," billboard advertisements are said to have a communicative impact on clients and a stance that is quite different from other advertising mediums. Companies and practitioners purposefully employ ambiguous taglines to capture customer attention and provide numerous interpretations, allowing for an implicit change in order to maintain flexibility, set quantifiable goals, and brand identity while achieving many goals among several persons to capture the attention, brand liking, patronage, and loyalty of customers. Despite its relevance in the marketing communication process of an organization, this phenomenon has not been fully investigated. Taglines, symbols, and codes, on the other hand, are used by organizations and their employees to achieve numerous interpretations because they impact the communication process and help them achieve different goals. Taglines, symbols, and logos appear to be embedded at high levels of abstraction that may not be understood by everybody right prior to a much more difficult "conceptualization" as to how work is performed. The usage of strategic ambiguity may be attributed to advertising, mission statements, objectives, and plans, and it elevates the presence of diverse viewpoints in communication. Because it allows "different interpretations" among individuals who are struggling to reply to the very same communication, considered to really be explicit, strategic ambiguity is essential for producing compelling taglines for strategic reasons to convey. In general, the theoretical framework offered here for assessing the effectiveness of a strategic ambiguity slogan in a billboards commercial is centered on a strategic ambiguity methodology to achieving organizational goals.

In contrast to internet promotion, the outdoor billboard advertising sector lacks group targeted distribution and quantifiable dispersion assessment, which reduces its influence in practice and slows its growth. To close this gap, marketers use crowdsensing vehicle trajectory data to provide audience-targeted billboard advertising. It's a quantitative approach to measure advertising impact spread by combining the knowledge of mobility transition, traffic circumstances (traffic volume and average speed), and advertisement semantic subjects, with a special focus on influence overlapping across mobile users. An impact maximization-targeted billboard advertising issue is constructed based on it, with the objective of finding advertising units spanning spatiotemporal dimensions and maximizing the overall predicted advertisement influence spread. Marketers use a divide-and-conquer technique and offer a utility evaluation-based optimum searching approach to address the efficiency issue while handling huge combinatorial optimization problems.

Extensive tests on real-world taxicab trajectories a look-a-like method is also prevalent in the market which is successful and efficient.

Surprisingly, open communication was highlighted as a method for effective communication and customer engagement, which embodied message clarity or adopting a transactional model that represented the construction of communal meanings. Simplicity, on the other hand, is a well-known indicator of good communication, and it's crucial for instilling high-level knowledge and beliefs in people, as well as encouraging them to understand the ideas and values required in any particular marketing message. Ambiguity is used to foster agreement on abstractions while not confining specific interpretations, improving the capacity to achieve goals and supporting reasons such as creating united diversity, protecting advantage positions, and facilitating organizational transformation.

Marketing prompts an environment to achieve a particular degree of uncertainty in the effective communication process because people will no longer regard lexical ambiguity as a negative language attribute and instead strive to use it creatively. Strategic ambiguity, on the other hand, occurs when the meaning of an expected commercial message (taglines) is unclearly delivered to a receiver. This viewpoint is supported by the deliberate and purposeful use of communications with greater "levels of abstraction" to achieve various, and sometimes conflicting, "organizational goals" in real time. Deliberately "ambiguous messages" are developed in order to elicit different interpretations of the same set of "symbols" from different audiences.

The difficulty in grasping the meaning employed in advertisements geared at buyers in the communication framework about the brand and its benefits that allows buyers recognize the brand is largely a consequence of the connotation. In an ideal world, ambiguity has been repeatedly employed for persuasive effectiveness, most commonly referred to as strategic ambiguity. Individuals infer meaning from a context not explicitly stated in the speech.

The "contextual dimension" determines whether an advertisement slogan is seen as confusing or unambiguous. Clarity and ambiguity are invariably relational in nature, arising from the impact of "source, message, and receiver." In its ambiguous viewpoint, however, purposeful violations of language standards, laws of linguistic behavior, and cliches of language are classified as language games in an attempt to provide promotional materials like words, slogans, and names a more expressive power.

How strategic ambiguity may be leveraged to produce numerous interpretations and purposes for a company like Nasr (2020) First, voters employ a 'attractiveness' bias,

wherein they believe the group they dislike is nearer to far from their viewpoint, irrespectively of the group's actual stance and 2nd, the likability effect develops in tandem with the voter's uncertainty. When presented with an ambiguous party, voters who detest the party exaggerate the ideological differences, while supporters exaggerate the similarities. This ambiguity may assist a party if it is well-liked, but it may backfire if the party is not well-liked. There were questions about measuring methodologies, factors that impact and thus are driven by objective ambiguity, and the link among both objective ambiguity and performance of the organization. "Vagueness and Ambiguity" in print advertising media used to market ideas, products, and services. In most of the advertisements, vagueness and ambiguity are employed due to a lack of information, inadvertently, by mistake, or on design. Mostly to confuse, entertain, escape reality, convince, and make particular ideas, goods, and services look credible or more convincing than they really are in contradiction of the public's prevalent worldview of transparency and openness. Meanwhile, the notion that drinking less can reduce the risk of seven types of cancer was shown to be the least well-known, although it was demonstrated to motivate almost 40% of drinkers to consider drinking less. In response to all labels, women and heavy alcoholics were much more prone to commit they planned to reduce their alcohol consumption. Individual answers were shown to be significantly influenced by personal significance. The findings suggest that a range of health messages shown on alcoholic beverages have the potential to raise awareness of alcohol-related problems and maybe encourage people to drink less.

Given the findings of the previous study, as well as the fact that little is known about the impact of strategic ambiguity taglines in billboard advertisements and how consumers' attention is influenced, more research is needed to better understand the impact of strategic ambiguity taglines in billboard advertisements, advertisers, businesses, practitioners, and policymakers will benefit from it. Rhetorical techniques of strategic ambiguity, in theory, are a crucial component of billboard advertising that has been utilized widely to capture customer attention to the brand memory, recognition, and favorable attitude toward the brand, making it a vital concept to research. This will be accomplished by employing structures such as attitude toward taglines (lettering case, typeface), perception of taglines, and brand reasons that use taglines as basic parts to understand the impact.

How simply strategic ambiguity taglines can affect billboard advertising. Consumers' attitudes and perceptions of strategic ambiguity taglines differ from those who aren't, and whether brand motivations for adopting strategic ambiguity taglines impact customers' attention toward the organization's many marketing communication goals as rhetorical messaging sources. However, throughout all of their communication processes, the tagline is the organization's slogan and mantra (repeated words or sound). Because of the language techniques used in taglines, including such metaphorical, homonymy, and

semantics, which appear in the lexical and grammatical structures representing brand offerings and market positioning, strategic ambiguity taglines elicit a wide range of interpretation tendencies.

When used effectively, language is a fundamental tool in human communication that provides mechanisms for influencing favorable behavior. Taglines have the ability to represent the personality of a brand and its distinctive position in the marketplace. Taglines are tactics that employ wordplay, phrases, or words, as well as rhetorical strategies, to catch the attention of audiences. An effective phrase draws attention and sentiments of message relevancy, connotation, and linkages from audiences, as well as generating brand patronage. Surprisingly, the most effective advertisements ever seen are profoundly anchored in language strategies, which allow them to successfully capture attention to the company while also retaining customers over time. Consumers can perceive brand taglines in a variety of ways, and they've become a hot issue of debate, whether for or against. Similarly, taglines serve to explain a brand's actions, what it offers, and to urge customers to patronize it. For instance, "**finger licking**," "if it isn't Panadol, it isn't Panadol," "everyone can fly," and "life is lovely." Taglines can utilize linguistic devices from any geographical region to engage customers in the company's products and services. A tagline is a shorter sentence that appears as the text of the fundamental at the end of an advertisement's resolution of communication. Taglines are used to help communicate a competitor's unique point of view. Most advertising have catchy taglines that help companies reach out to more prospective customers. The slogan will be more eye-catching if the language is more distinctive.

Taglines do not have a clear meaning and can be interpreted in a variety of ways, which can be quantified in two ways: lexical and syntactic. The lexical refers to the number of

words in a phrase or slogan, whereas the syntactic refers to the organization and method of parts of speech, including modifiers. It needs critical thought and interpretation. This is because slogans don't have a lot of words in them; instead, they include a few brief phrases that are important to the product or company. The distinction is plain, which is ambiguous or leaves the reader guessing about the meaning. Polysemy refers to expressions that have several meanings and are frequently employed in brand taglines. For example, "**everyone can fly**" by **Air Asia**, "It's in the Drive" by Proton, and "Building Cars People" by Perodua. The taglines cue is associated with brands, and it conveys the brand's key viewpoint to customers through prepared mechanisms, ensuring that the brand is remembered.

There is a popular belief that a consistent advertisement attracts less attention, as many consumers believe. Perception, on the other hand, governs how we see an item or how we feel about a combination of stimuli in advertisements. Perception is everything to do with the customer's experience. Consumer perception influences their judgment regarding a brand or campaign, and this decision is based on long-term interactions, awareness, memory, and positioning with the brand. While awareness is the most apparent indicator, recall, or the ability of customers to recollect the phrase or the brand associated with the tagline, is also important, which is the second most noticeable pointer. Advertisements purposefully insert a delay between the tagline and the target phrase. This method causes ambiguity or inconsistency in the perceived words of the tagline, which prompts cognitive processing of the wordings in order to decode what this pause or insufficiency on the target words means. Noticing a difference on the initial encounter is likely to help with later identification, but it can also help with systematic memory failures in some circumstances. According to the study, however, perceptions of discrepancy also works as an alerting mechanism, drawing the individual's attention to the stimuli and allowing them to participate in meaningful activity. Tagline investigation, on the other hand, borders on linguistic and structural nature, with little emphasis given to the color component of the

tagline. Color has been utilized by marketers and businesses to affect consumer perception and buying behavior. "Taller Stronger Sharper" is the most popular tagline for Horlicks, whereas "The Taste of India" is the most popular slogan for Amul. Boost's slogan is also well-known. **Complan** and Pediasure, on the other hand, have less appealing taglines. This suggests that by focusing more on modifying their taglines, each Complan and Pediasure do have a chance to expand in recognition and revenue. the significance of recognising the role of color in the formation of consumer brand perceptions. Furthermore, color has become a powerful tool for influencing brand perceptions, as well as the saturation and value used in a strategic ambiguous tagline to change brand personality and purchase intent. Color is an important aspect that draws the audience's attention and keeps them focused on the brand's actions.

Advertisers have objectives that guide the production and implementation of taglines; it's not just a routine or pointless activity; it's meant to excite, grasp, and achieve various objectives for the company. The framework of the sender's motivations, message substance, and individual metamorphoses are all clarified through intentional ambiguity. that the message's originator, or marketer, intended for numerous readings of the message. Furthermore, communications have a high level of abstraction that allows for numerous interpretations by multiple recipients. Nike's phrase "**Just do it**" is an intriguing method for motivating professionals and aspiring young athletes to achieve success in their careers. Nike, on the other hand, is allegedly concerned with capturing the attention of notable fans, "raising sales," and showcasing to the entire world the actual users of Nike Merchandise, which will be perceived as the brand's expanding strength. Nike also wants to retain its social media presence with a slogan campaign that boosts and promotes Nike item sales.

Previous research has revealed how advertisers and businesses used a variety of techniques to maintain their brand, including the use of appropriate language in commercials. Individual variations in BJW affect judgements and attitudes toward brands, as well as the phrase "customer courtesy" used in ads. Individuals with a poor just world view are much more likely to cultivate unfavorable sentiments more towards a brand with ethically problematic commercial activities when the language employed in commercials is impartial (politer), as per the study. Individuals with a lower just world view are more prone to harbor unfavorable attitudes more towards a brand with ethically problematic commercial activities when the language employed in marketing is prejudiced (less polite). The use of religious signals in organizations and advertising, as well as a comparison of Christian and Islamic viewpoints. They also investigate cue measures, corporate incentives for using cues, consumer emotion, and brand evaluations. Advertisers' goals for employing religious cues such as taglines, according to the study, were primarily to affect a certain target group of customers and to facilitate the dissemination and shared reverence for "God."

Consumer attitude towards taglines

Consumers' attitudes about taglines are linked to their long-term experiences with the brand, which may be traced back to earlier brand experiences, interactions with consumers (brand connections), brand awareness, brand recall, and brand positioning. In an ideal world, attitude is a proximal factor of brand tagline understanding, like, and association. The data demonstrate that the CCPA taglines were more successful in indicating the expectation of alternatives related to the sale of personal information, regardless of the picture with which they were matched. It's important to keep in mind that a shorter tagline may perform better across a variety of websites and settings, including mobile apps and browsers. In terms of building an expectation of "don't sell" alternatives, we noticed that "Don't Sell My Info" worked comparable to the two taglines already in the rules. Cutting

the tagline to "Do Not Sell" and "Don't Sell" proved problematic, since these taglines did not stimulate participants to contemplate selling their personal information because they included the words "my info."

Cross-cultural disparities in corporate visual identity between the US and Korea are investigated. Top corporations' logos and taglines were used as examples in both countries. The findings revealed that Korean brands are more widely distributed than American products. Furthermore, in comparison to the United States, the Korean brand slogan has more value. Brand experience (brand tagline) grasps the essence of branding far more effectively than other brand concepts such as brand equity and brand connections. Brand credibility was completely mediated, highlighting brand credibility as a vital mechanism by which brand experience on brand attitude is influenced. How a short gap between a tagline and a company name increases brand awareness and preference. An investigation revealed that encoding priming by a brief gap between a relevant stimulus like the slogan and the brand name might improve brand recognition. In contrast to the formal arrangement impact of raising attention that is specified in fluent processing of the target cues, an unique technique to improve brand name recognition. Furthermore, argue for the usage of a pause between the tagline and the brand as the optimal arranging procedure for brands with taglines. The taglines are used as a primary marketing communication technique to explain the concept, which helps consumers remember the brand and pay attention to it. Brands are widely recognised as the most important tool for engaging clients (both buyers and sellers) in the formation or maintenance of long-term relationships. Fundamentals of brand like, brand awareness, brand experience, and brand offerings' connotation, all of which help to develop a relationship with clients.

The regional pride campaign, which is driven by cross-industry collaboration and influencers, has the potential to establish brand identification for local apparel commodities in the perspective of consumer purchasing interest. Consumer ethnocentrism in the community raises brand awareness, which impacts consumer choices for local shoe products; this is also in line with government policy, which establishes import restrictions on things or goods that can be made locally. For a place with a less positive country-of-origin image, the fit (vs. misfit) between the nation sentiment and the appeal to emotion of the product promotion would only increase the product's purchase chance. Taglines, on the other hand, aid in the purposeful humanization of a company's image in order to create a lasting impression in the minds of customers through the deliberate use of linguistic strategies in the brand tagline.

Consumers' attention

Consumers pick and focus their energy, attention, and interest on a variety of well-executed advertising that cater to their visual needs through top-down and bottom-up decision, identification, and arrangement of stimuli in commercials. The TVA will enjoy the model's ease of use and versatility. Visual components are also simultaneously processed, including a long-term memory matching check and race selection and identification of graphic elements in short-term memory. The speed with which visual things are selected is governed by whether the desired option is automated "bottom-up" or intentional "top-down." The visual and focal interest have a capacity limit when expectations for successive evaluation in visual search are strong. In a "serial search process," visual attention is required to choose the "things" and confound their structures such as colour, form, and size, which occurs in a "combination hunt." When conjunction search depends heavily on serial item selection, the study shows that visual and central attention both have capacity limitations. A novel Visual Attention-based model that not only improves visual comprehension of the model's judgements, but also exceeds existing state-of-the-art baseline methodologies for this task. The selection of items is analogous to the visual encoding into short-term memory. Surprisingly, customer attention is one of the most important aspects in the execution and processing of brand messaging on billboards. When customers are in "free-viewing mode," demographic targeting might have moderate to large effects on numerous eye movement characteristics. Individually relevant advertisements may get a lot of attention. "For six kinds of public space advertising, drivers' visual attention was measured in a realistic driving situation." Vendor signs, billboards, portable display boards, single and multiple business directional signs, and gas pricing LED displays are all examples of this." The sign type, road allowance, and numerical properties all had a significant impact on the fixation proportion the effect of "exposure-related and consumer-related" characteristics on the return on "sponsorship investment" vs their influence on consumer attention for sponsor signage" Consumers' attention to sponsor signage is heightened by the colour of contemporaneous sponsors' signs, as well as consumers' brand awareness and engagement in sports.

CONCLUSION

Digital billboards in 3D are a novel concept. These billboards not only plaster the message on the audience's faces, but they also turn the watching experience into a visual one. As a result, this technology is an excellent choice for advertising since it keeps the audience engaged for a longer amount of time. Even after the film is finished and the participants leave, the public will remember the hypnotic sensation they had for a few seconds. It's more than simply a commercial; it's a visual experience. On the same lines, a tagline is used to establish "brand identity," raise brand awareness, generate interest, create a desired "image, and secure a market position that allows the "business" to meet strategic sales objectives and match its strength with competitors. The effect of a strategic ambiguity tagline on customers has a positive and significant effect on purchasing choices. This indicates that the notion being discussed has been accepted. This suggests that the tagline phrase in a product advertisement may impact purchase decisions; the tagline slogan in a product advertisement might assist clients recall the product brand offered while making purchasing selections. When compared to those that vary from time to time, the influence of taglines on consumers in the non-alcoholic drinks market is sustained over a longer period, demonstrating high brand recognition and memorability. Furthermore, even if the items are not their favourite brand, taglines perform wonders in the thoughts of buyers. Do taglines help to establish a favourable brand image? A link between the phrase and the brand image. Taglines assist to create strong brand connections as well as having a strong "effect on brand perception." The majority of the time, words, phrases, and polysemy are employed to encode substantial meaning or information about the brand, and "fast food" brands used texts to appeal to their "audiences." The use of "rhetorical techniques" in "taglines" has an effect on the audience, and assonance is a very "persuasive rhetorical device." Advertisers have used taglines or catchphrases extensively to increase advertising's capacity to achieve its objectives and influence the perception and image of the brand held by consumers by implanting the catchphrase into their memory through the use of words or statements from prominent endorsers and leaders. The tagline is a catchy phrase that draws the consumer's attention and helps them remember the brand. Furthermore, taglines allow for the formation of a unique image of the items or brand, as well as a persuasive "impact that influences audience behaviour". Advertisements are linked together to communicate the connotation and information that is intended to draw customers' attention to the brand. Likewise, code switching is a language technique used by advertisers in taglines to encourage favourable outcomes in ads. A code mixing approach was employed to understand the meaning and relationship of code-mixed tagline language, which is depicted as the blending and placement of two distinct linguistic elements from two separate structural schemes. Because of the "linguistic flavour" in an advertising, advertisers include "lexical terms from English in Hindi publications," which has achieved and gained great regard internationally. In two of the three brands, there was

a positive correlation between slogan memory and brand awareness in the "right slogan" and a higher possibility of higher brand awareness levels.

DATA ANALYSIS

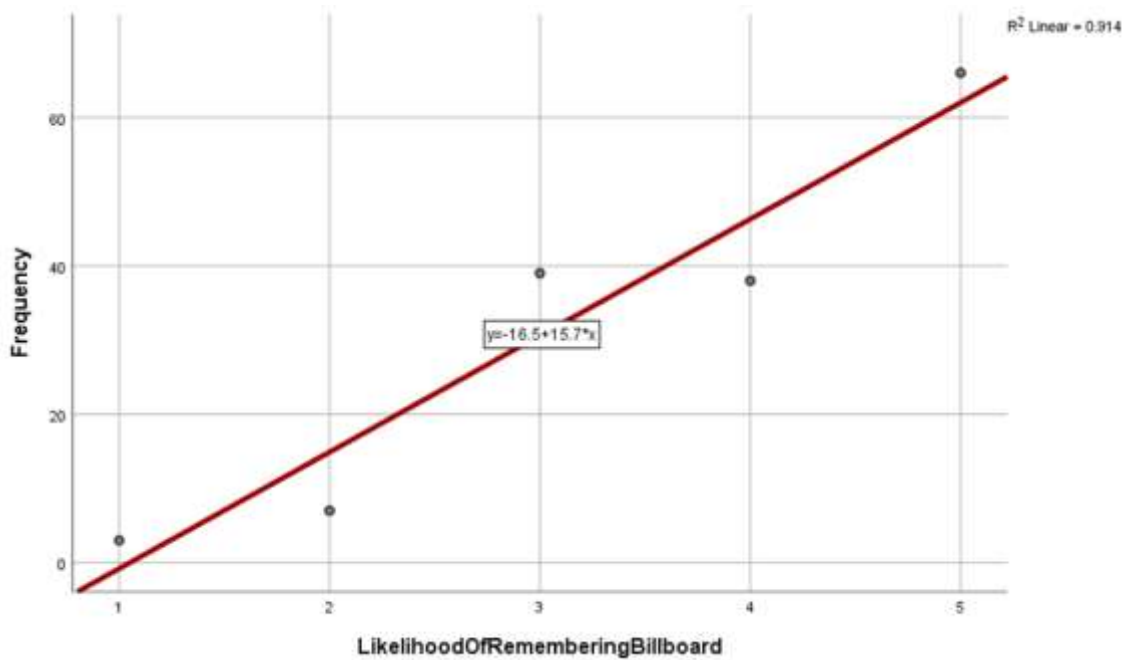Have you seen any billboard advertisements for any automobile company?

Variable	Frequency
1	6
2	11
3	32
4	48
5	56
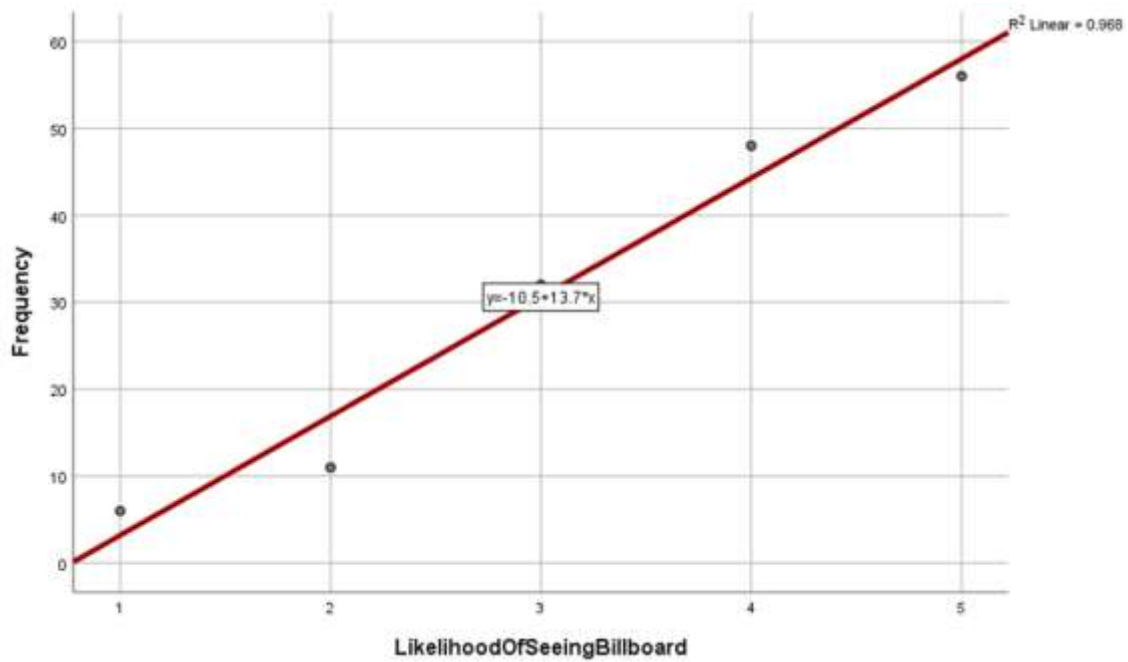
This graph demonstrates that there is an increasing likelihood of people seeing billboards nowadays. The coefficient of determination demonstrates that the likelihood of seeing billboards has nearly a linear relationship with frequency of people that have seen.

Could you remember the content of billboard advertisements of any Automobile Company?

Variable	Frequency
1	3
2	7
3	39
4	38
5	66

This graph demonstrates that there is an increasing likelihood of people remembering the billboards they have seen nowadays. The coefficient of determination demonstrates that the likelihood of remembering billboards has nearly a linear relationship with frequency of people that can remember it. It also means that advertisers are focusing towards making advertisements catchier so as to increase likelihood of remembrance.

To what extent do you think that advertising eventually affects your purchase decision regarding the purchase of a Automobile?

Variable	Frequency
1	4
2	10
3	38
4	43
5	58
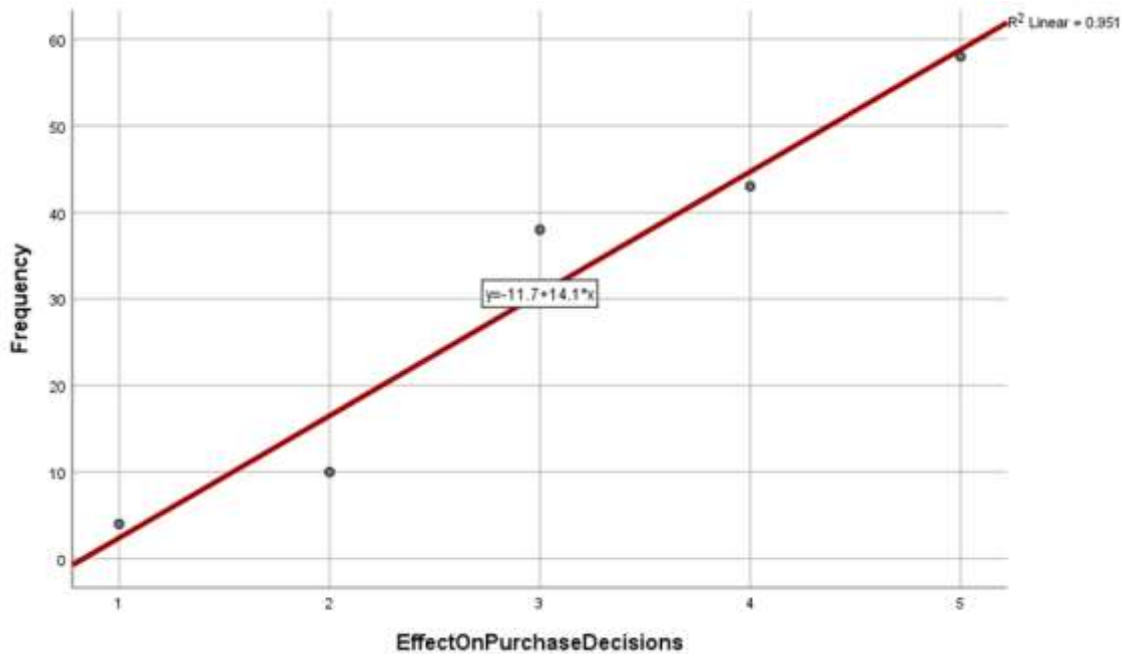
This graph demonstrates that there is an increasing trend that purchase decisions are affected by advertisements. This means that good advertisements are needed to derive better sales.

How well do you remember a tagline of any brand or company?

Variable	Frequency
1	5
2	17
3	31
4	41
5	59
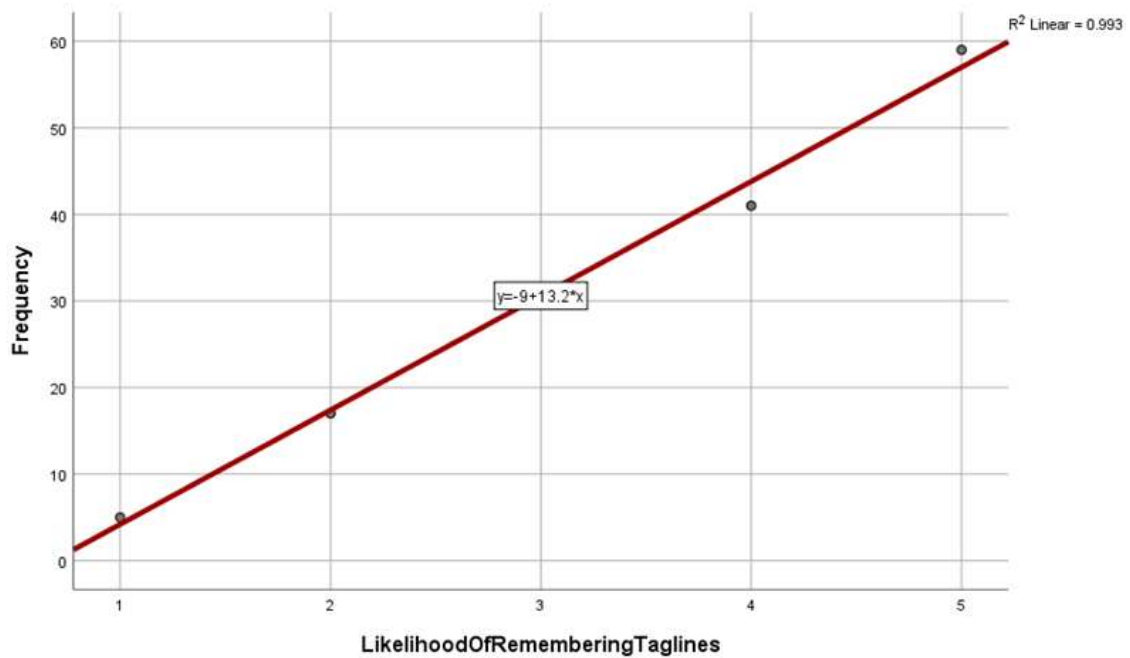
This graph illustrates that taglines increase the likelihood of remembering advertisements. In today's marketplace to drive the value of products in customers' eyes against competitions, better taglines are needed which resonate with customers.

Does tagline excite you for buying that product?

Variable	Frequency
1	2
2	22
3	28
4	42
5	59
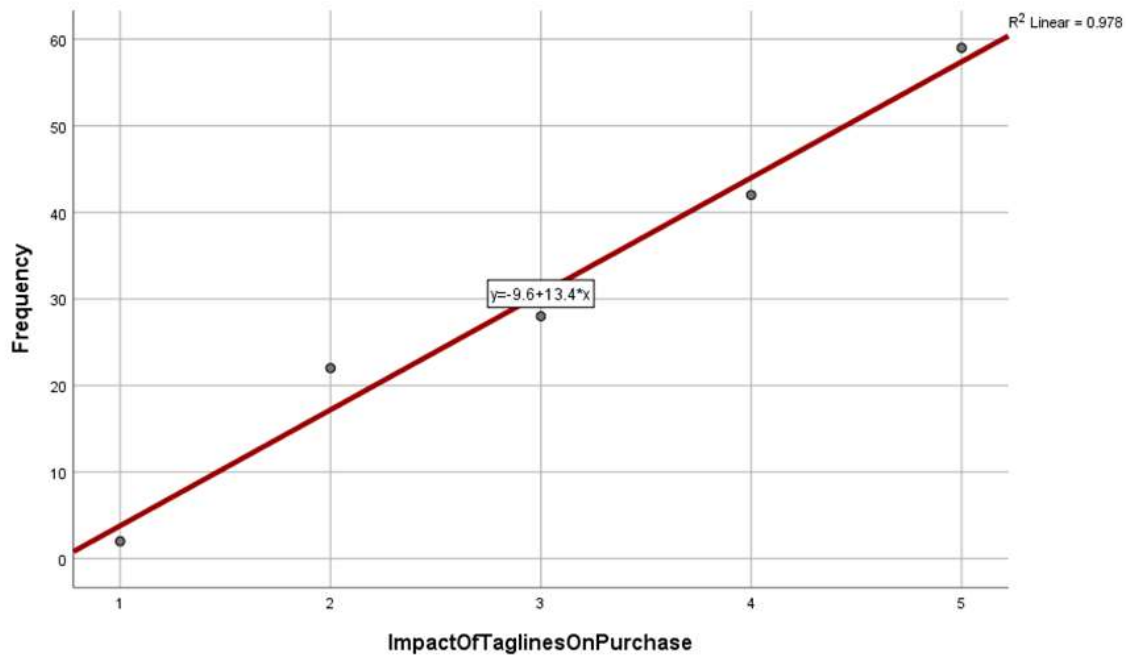
This graph illustrates that there is an increasing likelihood of buying a product if the tagline in advertisements resonates with the customers.

What do you think, a good and exciting tagline could influence your decision or not?

Variable	Frequency
1	3
2	19
3	28
4	40
5	63
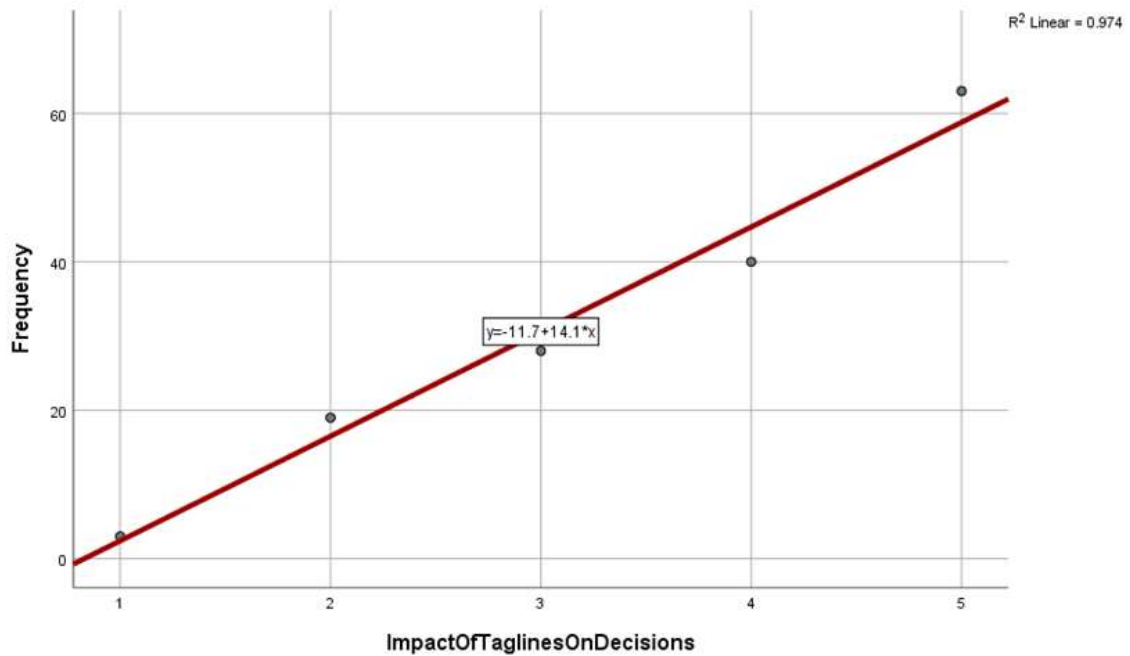
The taglines have a direct relationship with increasing influence over consumer decisions. Hence, better taglines should be needed in an advertisement campaign to drive product demand.

Have you seen any billboard advertisement of any automobile company?

153 responses
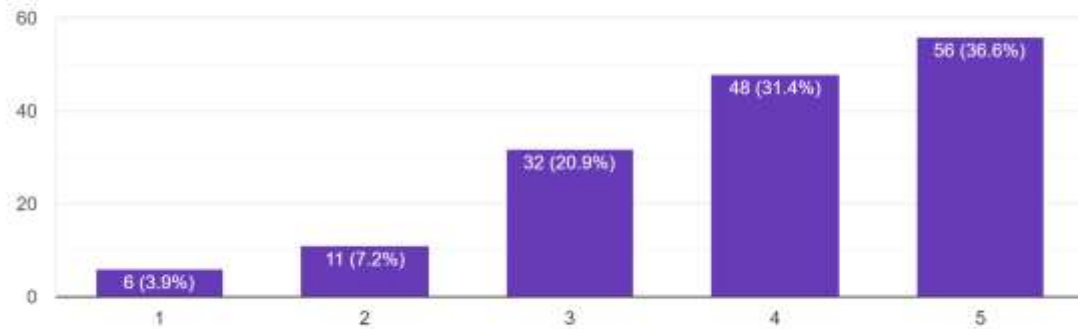
From the above mentioned chart one can infer that almost 70% of the respondents have seen any kind of billboard advertisement, which means a marketing effort of a manager is get noticed by the people when they are driving or roaming here and there outdoors. Because it is an outdoor marketing activity one can only see these billboards when they are outside their home.

Could you able to remember the content of billboard advertisements of any Automobile Company?

153 responses
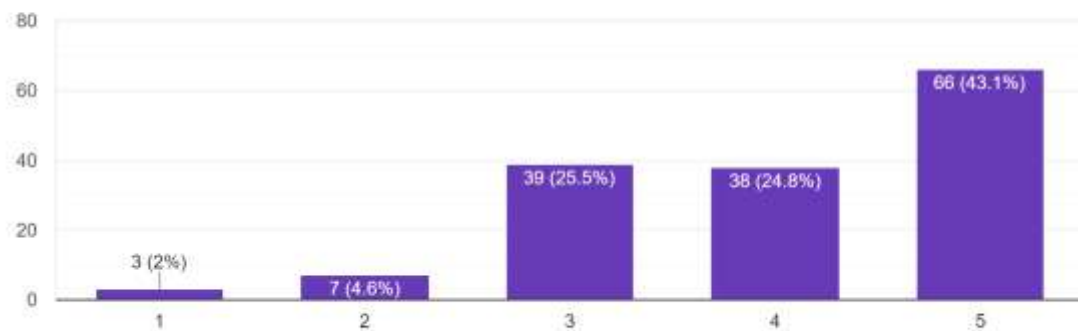
Out of the total population, almost 95% of the respondents agree they are able to recall the content of the billboard advertisement they have seen which is again a good sign for a marketing manager to be able to deliver more engaging content to attract more and more customers and gain brand loyalty.

29

If asked, how well do you able to recall any brand based on its billboard advertisement?
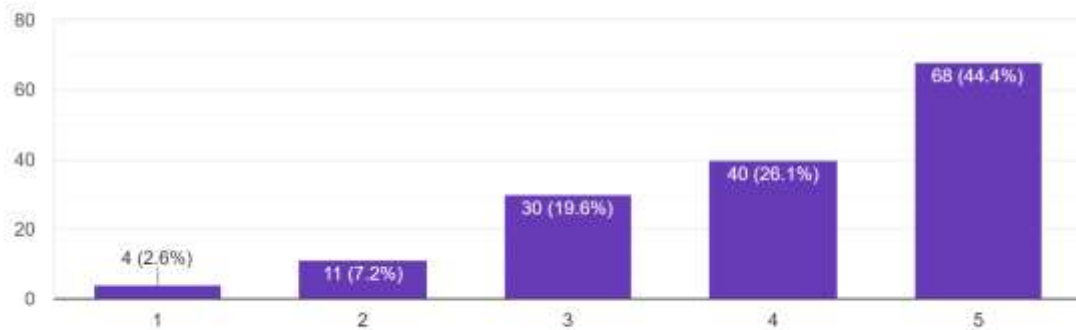
153 responses
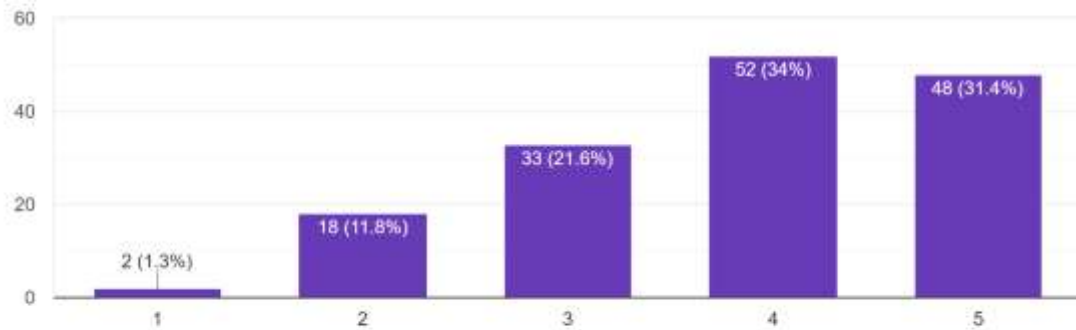
Almost 65% of the respondents agrees that they are able to recall the brand based on the billboard they have seen in the past.

How well do you remember this advertisement?

153 responses

I attached an image of a billboard of Maruti Suzuki's Ciaz Car, just to know how many people are actually able to recognize the brand or the advertisement. Nearly 90% of the respondents know the brand and the advertisement. This kind of billboards are mostly recalled based on the brand ambassador, so an actor or a celebrity is associated with the brand and people will recall that brand ambassador which is a good strategy to build a good brand value. People will eventually attract towards the product primarily because of brand ambassadors and that's the reason why brands hire those celebrities for a handsome amount of money just to raise their sales.

In above mentioned question, if you were describing the ad to a friend, what would you say that ad is

153 responses
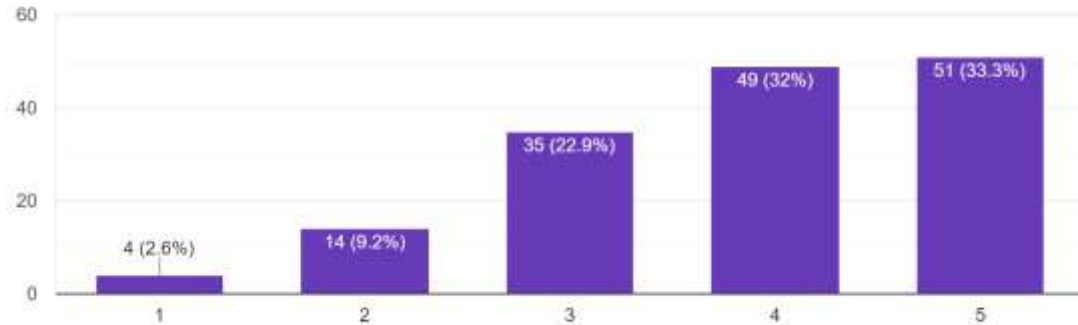
In the previous question it was asked whether they have seen the ad or not and 90% of the respondents positively responded. Now based on that question I am trying to get the intensity of the people how well they are interested in referring the ad to others and surprisingly 65-80 % of the respondents are positive towards the brand when it comes to referring the same to their natives. It means this kind of ads have a higher intensity to reach people which ultimately benefits the brand.

Based on the features which is advertised in the below given image, the ad is

153 responses
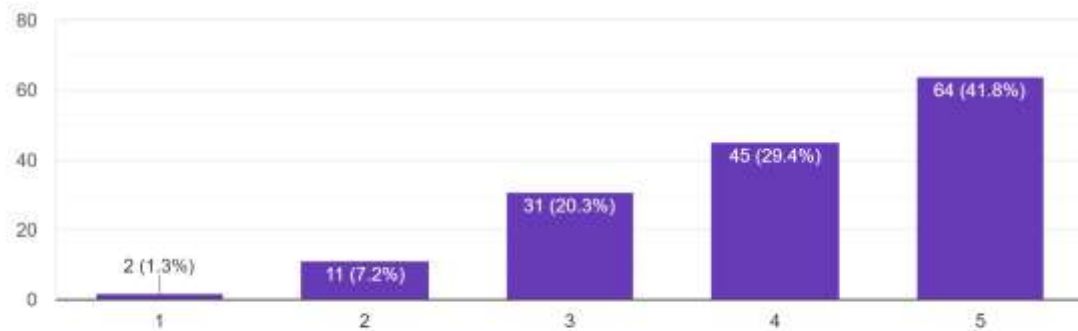
I have attached a different image again to know the perception of people toward the details given on a billboard. Almost 70% noticed the information and are very much positive towards the ad because it is showing features of an automobile, although having a lot of information the ad looks clumsy but based on the responses it was a good ad as it attracts the customers attention.

31

To what extent do you think that advertising eventually affects your purchase decision regarding the purchase of a Automobile?
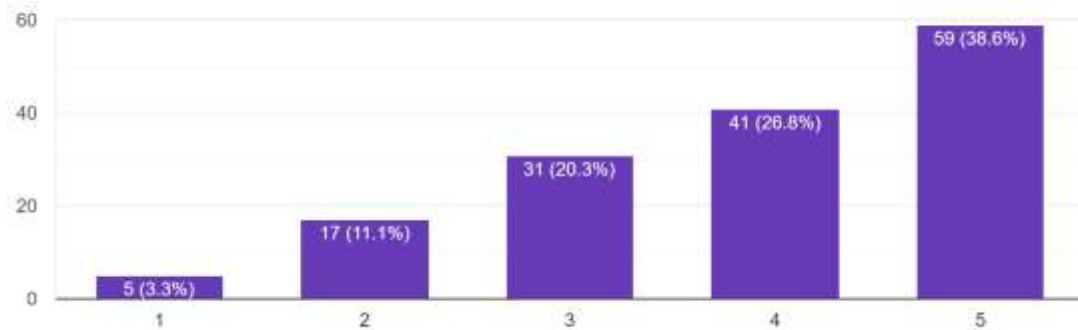
153 responses
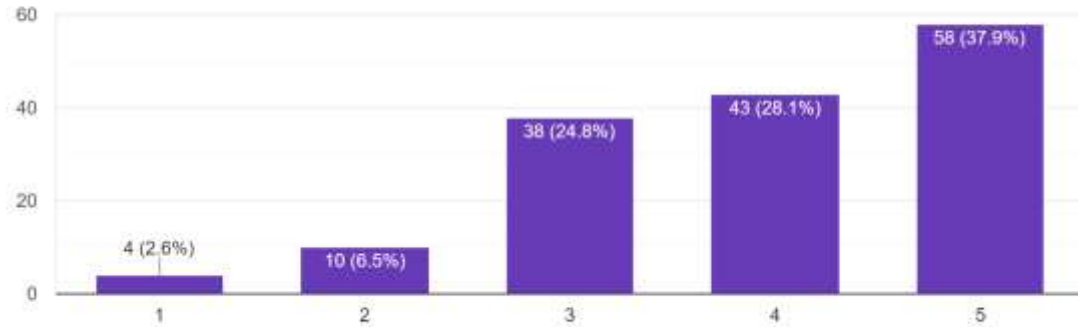
When I asked about how much people are aware or attracted towards the brand after seeing the advertisement and how much an ad is having influence on customers in their buying decision. Almost 90% of the respondents implied that they are influenced by an ad to purchase a product or not.

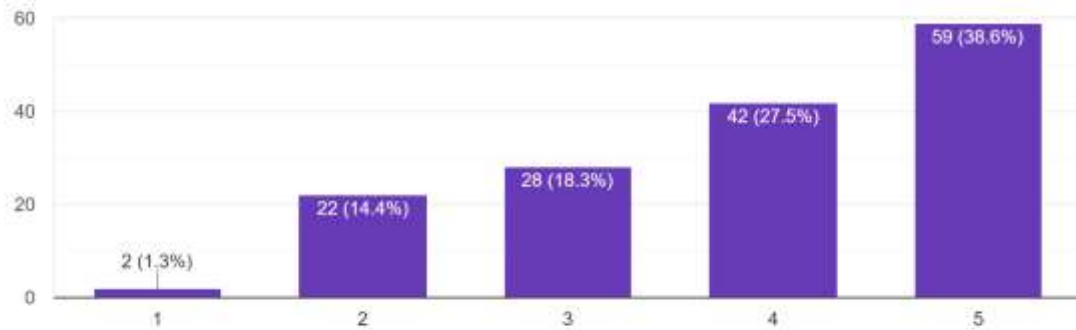How well do you remember a tagline of any brand or company?

153 responses

When asked whether they are able to recall a tagline of any brand, almost 85% of the respondents are able to remember the brand based on the brand's tagline.

Does tagline excites you for buying that product?

153 responses

Almost 85% of the respondents are excited towards a brand by just reading the tagline. It was observed when I asked about how much people are aware or attracted towards the brand after seeing the tagline of any brand in a billboard and how much that tagline is having influence on customers.

What do you think, a good and exciting tagline could influence your decision or not?

153 responses
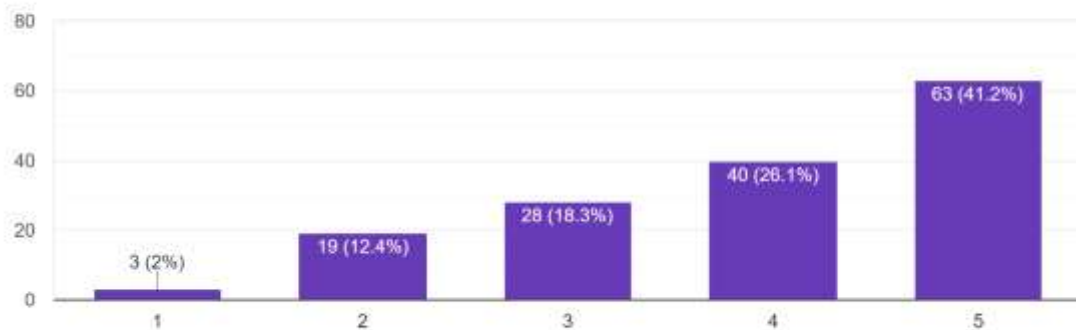
It was a brand's strategy to attract more and more customers and tagline is the one which can attract the customers, like here 80% of the respondent have agreed that a good tagline could influence their buying decision. Because a tagline connects with the emotions of a customer and when they hit the emotion of a customer they will ending up buying the product or services.

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