

DAGMAR Approach

(Subject: Advertising & Sales Promotion)

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- **DAGMAR Approach**

- **DAGMAR Approach** is a contribution by Russell H Colley in 1961 for setting advertising objectives and measuring the results for an advertising movement.
- The full form of DAGMAR is “*Defined Advertising Goals for Measured Advertising Results*”

According to Colley, *“Advertiser’s job, purely and simply, is to communicate to a defined audience, information and a frame of mind that stimulates action. Advertising succeeds or fails depending upon how well it communicates the desired information and attitudes to the right people, at the right time and at the right place.”*

Features of A Good Advertising Objectives Set: By Colley

- *Advertising Objectives must be explained in in specific and measurable communication activities.
- *It must clearly indicate a target audience
- *It must set a standard and set the desired change against which results can be measured
- *It must set a time period for achieving the objectives

Understanding DAGMAR

The DAGMAR approach suggests a marketing campaign that leads the consumer through four phases: Awareness, comprehension, conviction, and action. Also known as ACCA formula.

- The ACCA Formula

- **Awareness:** Creating awareness of the brand among consumers.
- **Comprehension:** Increasing understanding of the product and its benefits

- **Conviction:** Convincing consumers that they need the offered product. Creating positive attitude towards the product.
- **Action:** Motivating the consumers to buy it

DAGMAR Approach – Advertising Objectives Checklist

Colley developed a checklist of specific advertising activities to establish objectives, some of which are:

- 1) Do complete selling function
- 2) Advertise a special cause to buy
- 3) Remind consumers to buy
- 4) Push for impulse sales

- 5) Initiate awareness about product or brand existence
- 6) Create positive emotional temperament towards the product
- 7) Spread information regarding benefits and superior features of the product
- 8) fight and offset competitive claims

- 9) Correct misleading impressions, wrong information and other barriers to sales
- 10) Help sales force with sales promotion and selling activities and enhance their morale
- 11) Set brand recognition and acceptance

- **Special Considerations for DAGMAR**

The target market is the part of consumers who have the highest chances of purchasing the product. The target market may be small or large. It may be married women in general or young professional unmarried women who live in city areas.

Selecting a target market can comprises of demographic, geographic, and psychographic segments.

After selecting the target market, the company form the message it wants to communicate in its advertising programme.

Target markets can be divided into primary and secondary groups.

Primary Markets are the primary focus of a programme and they are the first customers to buy and use the new product. **Secondary Markets** are the major part of population that may purchase the product once the brand becomes established.

- **DAGMAR Benchmark and Time Frame**

The DAGMAR method requires marketers to establish a standard in order to measure the success of a marketing programme. In today's business world any company rarely set out to sell a product to everybody. They go for a particular share of a market

- Setting a benchmark for product success helps advertisers define the market and create an effective campaign to reach it.
- The time frame tries to set a logical deadline on judging the success or failure of a new product's initiation.

Thank You