

Discuss the DAGMAR approach.

What is DAGMAR Model? Explain communication process in DAGMAR approach.

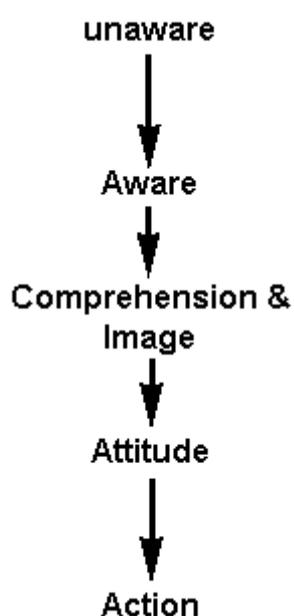
DAGMAR stands for Defining Advertising Goals for Measured Advertising Results. DAGMAR Model was developed by **Russell Colley** in 1961 for setting advertising objectives and measuring advertising results.

According to DAGMAR Model the ultimate objective of advertising involves a communication task, intended to create awareness, impart information, develop attitude and induce action.

Advertising objective is to carry a consumer through four levels of understanding:-

1. From unawareness to awareness - consumer must be aware of product or company,
2. Comprehension - what the product is and its benefits,
3. Conviction - mental conviction to buy the product, and
4. Action - finally buy the product.

Communication Process in DAGMAR Approach



1. Awareness

Before the purchase behaviour is expected from target audience it is necessary to make the audience aware with the product or company. The initial communication task of the advertising activity is to increase the consumer awareness of the product or offer.

2. Comprehension

Only Awareness is not sufficient to stimulate a purchase, sufficient knowledge and information about the product or the organization is necessary. This step involves the target audience to learn something about the product, organization, or offer. Here communication task of advertising activity is to make consumer learn about the product - product characteristics, benefits, or uses.

3. Attitude or Conviction

At this step a sense of conviction is established. By creating interest and preference, buyers are moved to a position where they are convinced that a particular product in the class should be tried at the next opportunity. At this step communication task of advertising activity is to mould the audience's beliefs about the product and this is often done through messages that demonstrate the product's superiority over a rival or by talking about the rewards as a result of using the product.

4. Action

Finally, communication must encourage buyer to engage in purchase activity.