

## MARKETING - ADVERTISING MANAGEMENT “ADVERTISING : MARKETING POWER IN DISGUISE”

**Prof. Mrs. Kajal D. Chheda**

Assistant Professor, Department of Commerce,  
Gurukul College of Commerce, Ghatkopar, Mumbai

**Abstract :** “No product sells by itself, that is where advertising comes in picture” this is a well known jargon by one of the advertiser and it is so true particularly in today's context when there is a big boom in the economy with numerous products and services available amidst cut throat competition. India has become one of the most attractive destinations for investment owing to favourable government policies and reforms in the past few months. Growth in India is expected to rise to 5.6 per cent in 2014 and pick up further to 6.4 per cent in 2015 as both exports and investment will increase, according to the World Economic Outlook (WEO) report released by International Monetary Fund (IMF). In the backdrop of such a big market, even advertising has evolved from traditional to conventional methods and seen a big jump in terms of revenues, expenditure and exposure. Times are changing fast and so are the rules of advertising. Today, you need to stand out, shout out, and look out (for new trends) or else be prepared to be shut out (forgotten) by the consumers. Advertising is no more confined to newspapers and magazines, but has come to our homes via telephone, cellphone, internet, co-branding with utility bills etc. The reason of this change is the consumer is changing. Gone are the days when sports events, movies, serials were just plain jane, but now are big marketing tools for products and services to get visibility.

**Keywords:** Advertising , E-Commerce, synergies, merchandise .

### INTRODUCTION

#### INDIA – ECONOMY FOR THE WORLD

Indian markets grew by 19 per cent in the first half of FY15, the best performance by any market during this period, globally. The rise was primarily due to strong inflows from foreign institutional investors (FIIs). India has become a promising investment destination for foreign companies looking to do business here. Only India is anticipated to witness better growth momentum among the BRIC bloc whereas other member countries are expected to see stable growth momentum, according to Organisation for Economic Cooperation and Development (OECD). India could become the world's seventh biggest nation in terms of private wealth. Furthermore, the new 'Make in India' initiative is expected to be a vital component in India's quest for achieving wholesome economic development. With second largest population in the world, it is not only a big market for local consumption but also for the entire world's products and services.

Apart from varied demographics it is also home to many cultures, tastes, preferences, adaptabilities and also a variety of geographic diversities ranging from desert to snow to oceans and forests. This unique diversity makes India the most attractive destination for marketers all across the globe and off course Indian businessmen are not lacking behind. Advertising can change perceptions, create new

perceptions and the one who advertises intelligently, scores.

## **EVOLUTION OF ADVERTISING IN INDIA**

There has been a long tradition of advertising in India since the first newspapers published in India in the 19th Century carried advertising. Advertising Industry in India has witnessed a low profiled steady growth since its inception. J. Walter Thompson (JWT), now known as HTA – Hindustan Thompson Associates had set up office in India in 1926 and Ogilvy & Mather (O & M) in 1928. The first advertising appeared on state television in 1976. With the opening of the economy in the 1980s there was a growth in the number of alliances with multinational agencies and an expansion in advertising though foreign network participation in agency ownership was limited.

## **ADVERTISING MEDIUMS**

Broadly advertising in India is classified into the following:

- Print Medium – Newspapers, Magazines, Pamphlets
- Broadcasting Medium – Television, Radio
- Outdoor Medium – Hoardings, Banners,
- E-Medium – Internet, Cell phones

## **RECENT TRENDS IN INDIAN ADVERTISING**

Gone are the days when spending on advertising was considered to be an expenditure of waste, but today corporate have a budget allocated towards this spending and is now called as investment on which the returns are guaranteed and banked upon. Major FMCGs like Godrej, Hindustan Unilever, Britannia Industries, Parle, ITC to name a few have a full fledged advertising department who lease with the ad agencies, work with core management team of the company and periodically bring out new advertisements to announce to the market. We now examine some of the recent trends in the Indian advertising media:

### **1. NEWSPAPERS**

India by virtue of huge demographics is home to the most number of newspapers being published and circulated across all the corners in many languages. Infact publications like Times of India have separate editions in all the major cities. Earlier the newspapers were the only medium for advertisements related to Indian products and awareness about independence struggle and freedom, but today they are the voice and face of companies. Newspapers now come in multi number of pages and supplements and people in the morning eagerly wait for new product announcements.

Some of the highlights of today's advertising in newspapers are;

- Properties are generally advertised in Saturday editions wherein major newspapers have supplements based on real estate.
- Recently Volkswagen when launched their sedan “Vento” in Indian market, they had an exclusive tie-up with Times of India wherein an audio device was pasted on the second page of the paper. When the reader turned the page, a voice would say the features of the car.
- Newspapers like Hindustan Times, DNA, and Mid Day by way of advertising have started schemes of yearly and two yearly subscriptions, whereby as a consumer you have to pay INR 500 for full year's news papers. The reason being so many advertisements in their papers which means to charge less from the readers.

### **2. MAGAZINES**

The opening up of the economy and further inviting FDI in print medium has brought in many magazines across the country. Major publication houses have different magazines to address to different strata of the society. For e.g. Bennett & Coleman the owners of Times of India have Femina exclusively for female readers, Filmfare for movie buffs, and Times Food Guide for gourmet lovers. Magazines too come in all languages of the country. Some of the trends being observed in magazine advertising are;

- India Today one of the most popular weekly magazine of India had made a contract with Bajaj Auto for exclusive back page advertisement for one full year.
- Many companies give free samples of shampoo, chocolates, health drink, toothpaste, soap etc along with a magazine.

### **3. TELEVISION**

The satellite revolution changed the way we Indians watched television. It's now a 24 x 7 factories running in all major languages across the country and the biggest contributor to this show is advertising industry. If these companies do not advertise then the subscription rates for watching so many channels would not be affordable to a huge Indian population. Some of the highlights of advertising in Television are;

- For a 30 minute serial it is a nothing less than 10 – 12 minutes of advertising, the rest being core content.
- Television advertising slot rates are divided into peak hours, TRP popularity, major events, sports action etc.

### **4. RADIO**

The advent of FM channels has taken new market segmentation in the youth. With FM radio available on most cell phones, car audios it is the apt source to cut time during the journey either while going to work or coming back home. It has given rise to new employment opportunities in form of Radio Jockeys who with their voice modulations keep the listeners hooked. Advertising in radio although with no product visible makes listeners curious about the product and service. Recently a major real estate developer has started a series of stories of day to day life exactly in 60 seconds highlighting their features and yet keeping them entertained and informed.

### **5. E-COMMERCE**

The service industry in India is growing at a huge rate and so are the employment opportunities. Like in the west we too are now a population of DI2K (Double Income 2 Kids) and hence getting all the things at the click of a button is both convenient and affordable.

Now e-commerce is not restricted to paying utility bills like electricity or telephone but is now used to get groceries, cosmetics, footwear and books.

Flipkart.com, Jabong.com, Yebhi.com, greendust.com are the leading portals offering almost everything on their site. They have tie ups directly with the manufacturers who get a direct audience and the portals the economies. In the end the customer gets all the variety at a click of a button within the comfort of office or home. We now study some of the trends being witnessed in the Indian Advertising scenario:

### **CHILDREN AS THE MOST SUCCESSFUL BRAND AMBASSADORS IN ADVERTISEMENT**

A child however innocent and mischievous is always the centre of attraction in the family and this trump card is played well by advertisers. Earlier children were used in products used by them like toys, games, chocolates etc. However with the recent times now children are used as models in advertisements ranging from car to online portals. Flipkart.com, India's largest portal selling from pens to computers has a series of advertisements with only children enacting roles of adults.

### **UNCONVENTIONAL MODELS VIS A VIS UNCONVENTIONAL PRODUCTS**

Film stars were considered the apt models for advertisers and the next best were cricketers. Now with the advent of media exposure and India's rise in other spectra like sports etc even other sportspersons excelled in the field of Badminton, Wrestling, Tennis and even chess and shooting have found themselves to be sought after for modelling. Saina Nehwal, Sania Mirza, Sushil Kumar and Abhinav Bindra became youth models endorsing scooties, televisions, health drinks etc. On the other hand film stars moved on from beauty soaps to havai chapals and even banians.

### **SYNERGIES AND PARTNERSHIPS**

However big the economy is growing there is equal pressure on the money markets and liquidity. Advertisement costs too are soaring with rise in prices everywhere. Marketers are also in need of synergies and partnerships to stay afloat mainly because of intense competition and secondly to keep the momentum going. Advertising professionals and advertisement agencies come out with unique marketing and branding strategies which are helpful to many companies working together to increase the visibility and brand image. Apart from detergent powders being endorsed by washing machines and lubricant oils being preferred by automobile manufacturers (Surf recommended by LG & Indian Oil referred by Ashok Leyland), the co-branding has reached movies and televisions.

## **SPORTING EVENTS**

Apart from the conventional sport events like the world cups, routine tennis tournaments, football matches etc IPL and opening up of Buddha Racing Circuit in Noida gave ample scope of advertising. IPL opened up a totally new chapter into how much an advertiser can penetrate in your lives. The principal sponsor, the tickets, the stands, the merchandise etc everything was branded and each team had exclusive rights to showcase the brand identity in their respective territories.

## **SPECIAL EVENT CENTRIC ADVERTISEMENTS**

This phenomenon is trending in India rapidly. Since there are many events all across the year the advertisers are on the toes to offer new concepts to the companies and also to the audience. Amul the leading dairy product brand of India has its utterly butterfly girl in a polka dot dotting the space of prime hoardings and space in the newspapers from ages.

Airtel shifted from a being a technology brand to a communication brand and roped in none another than the great musical maestro A.R.Rehman who created a raze amongst the youth with Airtel anthem and signature caller tune. Their offering "Jo Tera Hai wo Mera Hai" topped all the musical charts.

## **COMPARATIVE "BAD-VERTISING"**

Comparative advertising has irresistible appeal for marketers, especially when in backed by a genuinely better product. But there are definite risks as well, so this strategic tool has to be used very carefully. The fastest way of ensuring the viewer's attention towards your product is through comparative advertising.

Some classic examples have benchmarked the history of comparative advertising and leading the fight club is the protagonist of this story, Pepsodent, which in its advertisements claimed, "New Pepsodent is 102 % better than the leading toothpaste". Expectedly Colgate took HUL (which owns Pepsodent) to the court, and HUL had to withdraw its advertisements.

## **EMERGING SOCIAL MEDIA MARKETING (SMM)**

India is one of the largest computer and telephone market. Our subscriber base in cell phones is more than half of our population. This makes companies tap this potential by way of unique techniques. Infact Facebook, Twitter, Google & Yahoo could not wish away not opening their offices in India. With good English speaking and techno savvy netizens, Facebook and Twitter have caught the rage of the youth. Major brands of automobiles, cell phones, cosmetics etc have their dedicated pages on Facebook and exclusive handles on Twitter.

Amitabh Bachchan and Sachin Tendulkar are amongst the leading celebrities who have a verified and professionally managed Twitter and Facebook accounts.

### **Corporate Social Responsibility and Community Service Advertisements**

Indian corporates have come all out with their generous hands and are doing a bit for the society. They get associated with various Government bodies and departments for the welfare of the poor, under privileged and the needy.

Recently Mahindra and Mahindra in collaboration with Ministry of Rural Development and Ministry of Tribal Affairs started a campaign called Spark the Rise. In this campaign they are inviting ideas from all over the country for rural upliftment. Mahindra by virtue of sturdy vehicles what is makes has a big market in rural India and at the same time will be service to the nation as well.

Similarly Aamir Khan was appointed as brand ambassador for Incredible India, a series of advertisements done by Ministry of Tourism. It was an honour for Aamir Khan who did not charge anything but won many hearts.

## **GREEN MARKETING IS SMART MARKETING**

Companies are now developing products keeping the environment in mind and marketers are using "environmentally friendly" as the new trick to sell their products and make them look more attractive. Organic foods, diet compatible snacks, digestive meals etc are the new buzz words being used by advertising agencies.

Maruti Suzuki launched their most successfully running products like Wagon R, Zen Estillio and Eco in CNG variants and the advertisements not only on cost saving but also on less pollution.

## **ADVERTISING AGENCIES – THE NEW SUPER POWERS FOR BRANDING**

Advertising agencies are those independent entities that streamline the Advertising Industry. As a service provider, an Advertising Agency takes up the important task of representing its clients to their target audience in an innovative and effective manner. This can range from creating a single ad or a series of ads, spread across different media vehicles in the form of advertising campaigns that meet the client's budget, requirements and short / long term objectives. Their role has now been extended not only from creative writing, filming, copy writing but to be part of the company, be associated with the product closely and work with the models and create a sense of ownership for the brand.

Advertising agencies have a fixed set of clientele and companies keep them in loop with every stage of development.

### **CASE STUDIES**

#### **1. PEPSI**

India always has been an interesting battleground for the cola giants. Pepsi for one has come a long way from its Lehar Pepsi days. The brand has backed memorable campaigns over the years from “Yehi hai right choice baby, Aha” in the early 90's complete with musical TVC (Television Commercial) and “Yeh dil mange more” (1999) to Youngistan, My Pepsi, My Way and Change The Game. Celebrity endorsers have come and gone, glass bottles have given way to new packaging formats, logos have been transformed and the brand has grown and changed with the game.

#### **2. MAGGI**

Nestle India Limited (NIL) subsidiary of Nestle introduced this brand in Indian markets in 1982. The launch of Maggi Noodles created an entirely new category – instant noodles – in the Indian packaged food market. Then the tag line was “Mummy bhokh lagi hai”, “Bas 2 minute”; “Fast to cook, Good to health; health bhi, taste bhi”.

### **CONCLUSION**

The world of advertising changes our values and perception about things worth admiring and emulating in life. We are made to believe that a person who owns a Mercedes car is to be admired, irrespective of the quality of the human being he is. Health problems are exploited to sell solutions and products, which are not always beneficial. If this is what the future holds in store for us, we need to understand that advertising will become a key guiding factor in deciding human behaviour in a society. Mankind will benefit immensely and markets will sustain for long with a steady pace of growth, if the unending chase for more is given up by greedy market- driven capitalism and it rather opts to support a more human, need-based and happier capitalistic society.