CHAPTER ONE
INTRODUCTION TO THE STUDY
CHAPTER I

INTRODUCTION TO THE STUDY

"The only factor becoming scarce in a world of abundance is human attention."

Kevin Kelly

1.1 INTRODUCTION

Globalization and technological convergence has created the market place as a hyper competitive one. Global organizations target India because of its potential resources and market. This leads to major transformation in the marketing environment in India. The main differentiator has changed progressively from output to price, then to quality, followed by service and now finally to choice.

India, being a developing country is flooded with different brands. With too many products flooding the market, organisations find it difficult to differentiate their products based on their inherent product features. As a matter of fact, advertising is an efficient and effective marketing tool available with marketers to promote and create awareness for their product.

To make the advertisement more attractive and avoid the media clutter companies are using celebrities. The demand for instant recall, brand awareness and emotional bonding with customers has made celebrity endorsement the latest buzz word. Due to more number of celebrity advertisements in various media, India is becoming a celebrity-obsessed society.

Be it advertisement or talk shows, product launch or cricket commentary celebrities have an important role to play. One of the biggest challenges in marketing communications is how to break through ever increasing media clutter. With media becoming fragmented, engaging the customer has become difficult. Celebrity endorsements can help to meet this challenge due to the characteristics they offer.
A celebrity can be defined as any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing for the product in an advertisement.5

Advertisers aim to establish a positive image in the minds of consumers about their firm and their brand. For the same, advertisers use celebrities to endorse brands because they believe that people consuming images of celebrities will consume brands associated with celebrities. Celebrities add new dimensions to a brand. The reason behind the popularity of celebrity endorsement is the advertisers’ belief that brand images built through celebrities, achieve a higher degree of attention and recall for consumers, which will eventually lead to higher sales.

Celebrity might contribute to a firm’s advertisement through his reputation, talent, credibility, charisma and much more. Celebrity advertisements are widely used by companies to persuade, influence and enhance the recall level of the consumers.

Today Companies want magic from day one. A strong celebrity can help consumers to connect with the brand and finally take him to the retail outlet. The celebrity can reduce the time for a consumer to roll over from awareness level to action level.

If delivered in correct manner, celebrity endorsement is helpful in popularizing the brand, creating interest to see the particular advertisement, and can provide a point of differentiation to position the brand in the target segment mind.

The important role of positioning in marketing is well established. It is essential to think about positioning before the promotion, place, price, product, people and process strategies are charted. The end result of positioning is the successful creation of a customer based value proposition. Powerful Positioning leads to a powerful brand. A Celebrity may be successful in drawing the attention creating interest and desire in the target market and also may be able to really penetrate the target consumer’s perceptual mapping.
The majority of celebrity endorsement research has focused on the effectiveness of celebrity endorser and choice of selecting the celebrity, but provides little direction in regard to brand positioning.

This study mainly focuses on target segment or consumer's interest towards celebrity endorsement and the role played by the celebrities in positioning the select personal care brands through TV advertisement.

1.2 NEED FOR THE STUDY

Due to the availability of variety of channels, many entertainment Programmes and remote control devices, the reach of TV advertisement is very poor. To make the TV advertisement more attractive, advertising agencies and companies are using celebrities. The Indian scenario offers a very good ground for studying the effect of celebrity endorsement on the brand and the ultimate decision of a consumer to buy a brand.

This research work on “Role of celebrity endorsement in brand positioning - A study with reference to personal care products in Chennai city” will portray target audience or consumers side of celebrity endorsement in terms of their liking, purchase decision making process of personal care brands, satisfaction level of the celebrity advertisement and finally what role or what extent, celebrities are playing to position the new and established personal care brands in the minds of target segment.

1.3 SIGNIFICANCE OF THE STUDY

Study of this kind will help to understand the consumer attitude towards the celebrity advertisements, their choice of celebrities and the programme, which has more viewership. By knowing the interest and involvement level of target segment towards celebrity advertisement, advertising agencies and brand managers can effectively formulate communication strategies to create the celebrity advertisement more attractive and to position the brand in the best possible manner in the minds of target audience.

Personal care product marketers, Advertising agencies, Academicians, Marketing students, Media people would be benefited from the data collected from the market. The recommendations and future directions would be beneficial for advertising agencies for further research.
1.4 OBJECTIVES

The following are the objectives of the study

1. To study the target audience or consumers interest towards the celebrities in advertising.
2. To study the impact of Celebrity Endorsement in select personal care brands.
3. To study the Brand Positioning strategies of the select personal care brands.
4. To assess the effectiveness of positioning strategies of the select personal care brands, and
5. To offer suggestions to personal care brand marketers and advertising agencies based on the study.

1.5 SCOPE OF THE STUDY

This study is mainly focused on opinions of target segment or consumers on TV advertisements of five personal care brands (Beauty Cosmetics and Toiletries) in Chennai city. Celebrity endorsements, only in TV media were studied for a six month period. Though the research may be limited to a personal care product category recommendations will be applicable to most of the other similar product categories. The study offers an extended scope for further research in other media with relevance to other product categories and also to reach a wider area of coverage.
1.6 RESEARCH METHODOLOGY

1.6.1 Research Design

The research design is the arrangement of conditions for collection and analysis of data in a manner, that aims to combine relevance to the research purpose with economy in procedure.4

This research comes under the Descriptive research design. It describes data and characteristics about the population or phenomenon being studied. Basic reason for carrying out descriptive research is to identify the cause of something that is happening.

1.6.2 Sampling Design

Population

Most frequently advertised five personal care brands in TV media during the first half of 2007 were selected for this study purpose based on TAM Media report.5 The selected brands were Colgate Max Fresh Toothpaste, Fair and Handsome Fairness Cream, Fairever Fairness Cream, Lux Soap and Pantene Pro V Shampoo.

Out of these five brands, four brands like Colgate Max Fresh Toothpaste, Fairever Fairness Cream, Lux Soap and Pantene Pro V Shampoo were targeted and positioned for female in the age group of 18-35 years and two brands like Colgate Max Fresh Toothpaste and Fair and Handsome Fairness Cream were targeted and positioned for male in the age group of 18-30 years.

Colgate Max Fresh Toothpaste was common for both male and female. Hence the population is 18-35 years of female and 18-30 years of male those who watch TV programmes regularly in Chennai city.
### Table 1.1

**List of Select Personal Care Brands Endorsed by the Celebrities in TV during January 2007 to June 2007**

<table>
<thead>
<tr>
<th>S.No</th>
<th>Brand</th>
<th>Celebrity</th>
<th>Company</th>
<th>Advertising Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Colgate Max Fresh</td>
<td>Saif Ali Khan &amp; Asin</td>
<td>Colgate Palmolive Ltd</td>
<td>Rediffusion DYR</td>
</tr>
<tr>
<td>2</td>
<td>Fair and Handsome</td>
<td>Sharuk Khan, Surya</td>
<td>Emami Ltd</td>
<td>Situations Advertising-Mumbai</td>
</tr>
<tr>
<td>3</td>
<td>Fairever Fairness cream</td>
<td>Asin</td>
<td>Cavinkare Ltd</td>
<td>Orchard Advertising</td>
</tr>
<tr>
<td>4</td>
<td>Lux Soap</td>
<td>Priyanka Chopra, Shreya</td>
<td>Hindustan Unilever Ltd</td>
<td>JWT</td>
</tr>
<tr>
<td>5</td>
<td>Pantene Pro V Shampoo</td>
<td>Sushmita Sen</td>
<td>Proctor &amp; Gamble</td>
<td>Gray Worldwide India</td>
</tr>
</tbody>
</table>

Source: Primary Data

### Table 1.2

**Brand Positioning of Select Personal Care Brands**

<table>
<thead>
<tr>
<th>S.No</th>
<th>Brand</th>
<th>Positioning Meaning</th>
<th>Target Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Colgate Max Fresh</td>
<td>New Dimension of Freshness</td>
<td>Achievement-oriented youth (Male &amp; Female) 18-30 yrs</td>
</tr>
<tr>
<td>2</td>
<td>Fair and Handsome</td>
<td>Fairness Cream for Men</td>
<td>Modern youth (Male) 18-24 yrs</td>
</tr>
<tr>
<td>3</td>
<td>Fairever Fairness Cream</td>
<td>Natural Fairness Cream with saffron</td>
<td>Women 18-35 Age Group</td>
</tr>
<tr>
<td>4</td>
<td>Lux Soap</td>
<td>Bring out the star in you</td>
<td>Young Generation Females 18-35yrs</td>
</tr>
<tr>
<td>5</td>
<td>Pantene Pro V Shampoo</td>
<td>For shining strong healthy hair</td>
<td>Multi - Tasking Women 18-30 yrs</td>
</tr>
</tbody>
</table>

Source: Primary Data

Respondents for this study

- Female : 18-35yrs of age group
- Male : 18-30yrs of age group
Sample size

The target population is infinite in Chennai city. The researcher has conducted pilot study for 40 female and 40 male target audience to determine the sample size. Based on the pilot study, actual sample size was determined with the help of sampling formula. Sample size of 288 females and 369 males were considered for this research. Hence the total sample size was 657 which includes users and non users of study brands.

The following question was used to determine the sample size.
Whenever there is an advertisement in TV, How frequently do you change the channels?

**Female 40 respondents:**

<table>
<thead>
<tr>
<th>Very Often</th>
<th>Often</th>
<th>Occasionally</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>6</td>
<td>6</td>
<td>16</td>
<td>8</td>
</tr>
</tbody>
</table>

Respondents response in the case of occasionally, rarely and never were treated as a positive outcome. Very often and often were treated as a negative outcome.

Sample size was calculated using the following formula:

\[
\frac{z^2 \cdot p \cdot q}{e^2} = n
\]

- \( n = \) Size of the sample
- \( z = \) normal distribution value at 95 percent confidential level = 1.96
- \( p = \) Sample proportion (positive outcome), \( p = 30/40 = 0.75 \)
- \( q = \) negative outcome, \( q = 1-p \)
  \[
  q = 1 - 0.75 = 0.25
  \]
  \[
  n = (1.96)^2 \times 0.75 \times 0.25 / (0.05)^2 = 288.12
  \]

Female respondents sample size is 288.
Male 40 respondents:

<table>
<thead>
<tr>
<th></th>
<th>Very often</th>
<th>often</th>
<th>occasionally</th>
<th>rarely</th>
<th>never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>6</td>
<td>10</td>
<td>14</td>
<td>6</td>
<td>4</td>
</tr>
</tbody>
</table>

\[ P = \frac{24}{40} = 0.6 \]
\[ q = 1 - 0.6 = 0.4 \]

\[ n = \frac{(1.96)^2 \times 0.6 \times 0.4}{(0.05)^2} = 368.8 \]

Hence Male respondents sample size is 369.
Total sample was female (288) + male (369) = 657

1.6.3 Sampling Method

For selecting the sample from the population, purposive sampling method was used. It is one of the non-probability sampling methods. A purposive sample is one which is selected by the researcher subjectively. The researcher attempts to obtain sample that appears to him/her to be representative of the population and will usually try to ensure that a range from one extreme to the other is included.

In effect, samples are selected with a specific purpose in mind, and that purpose reflects the particular qualities and their relevance to the topic of investigation. Samples chosen by purposive sampling will provide greater understanding of a concept of research interest. It is constructed to serve a specific need or purpose.

1.6.4 Methods of data collection

The researcher is using both primary data and secondary data for the research. For data collection from the respondents with help of questionnaire, Chennai city was divided into four regions. To support the interpretations of the primary data, information from Books, Journals, Magazines, Newspapers, Dissertations and Research papers were studied. Also, Internet portals and websites were browsed through, to understand the concept of the research.
1.7 Tools used for data collection

To collect the primary data separate questionnaire was prepared for female and male respondents based on the study brands. Both open ended as well as close ended questions were included in the questionnaire. Based on the pilot study relevant modification were done to the instrument. First twenty two questions were common for both female and male respondents and remaining questions were arranged based on the study brands and to fulfill objects.

1.8 Framework of analysis

The data collected through questionnaire were classified and analysed through various statistical tools such as Frequency Distribution, Proportion in percentage, Kendall’s W test, Friedman test, Chi-square test, Cluster analysis(K-means) and Anova F ratio test. Computerized Statistical Packages like SPSS 15 version was found to be of immense help for better analysis and accurate results.

1.9 RESEARCH HYPOTHESES

The following research hypotheses are formed based on the objectives set:

1. There is no significant difference between gender of the respondents and field of celebrities.
2. There is no significant difference in attitude towards celebrity advertisements between genders.
3. There is no significant difference between celebrity advertisement and non celebrity advertisement among different clusters.
4. There is no significant difference in ranking of expected qualities of a celebrity between different clusters.
5. There is no significant association between recall of select celebrity in advertisements and gender of the respondents.
6. There is no significant association between recall of select celebrity in advertisements and age of the respondents.
7. There is no significant difference in perception of select study brands between users and nonusers.
1.10 DESIGN OF THE STUDY REPORT

The research thesis has been prepared by keeping the standards followed at various institutions in mind. The thesis is adequately divided into different chapters, based on the subject matter to be discussed under each chapter. Each chapter in the thesis gives a vivid picture on the topics in such a manner that the research objectives are clearly established.

The outline of the thesis is as follows:

CHAPTER ONE, the introductory chapter, highlights the need for the study, objectives, scope and research methodology. It also describes the study brands in detail and sector wise growth of different media.

CHAPTER TWO, dwells upon celebrity role in brand positioning. This chapter also describes reasons for using celebrity endorsers, consumer behaviour and brand positioning in detail.

CHAPTER THREE, briefs the review of literature to the study with references, in order to support the current research with the previous research findings in the areas of Celebrity endorsement, TV advertisement and Brand Management.

CHAPTER FOUR, deals with analysis of data related to demographic profile, media habits, female and male respondents attitude towards celebrity endorsement.

CHAPTER FIVE, analyses the responses of female and male respondents regarding the factors influencing and sources of information for personal care product purchase, recall and remembrance of celebrities in the advertisement and suitable media for personal care product advertisement.

CHAPTER SIX, analyses the data related to level of satisfaction celebrity advertisement and reach of brand positioning of five personal care brands.

CHAPTER SEVEN, deals with the summary of research findings, recommendations and conclusion. The last part of the thesis includes the appendices and bibliography to the study.
1.11 Study Brand Details

1.11.1 Colgate MaxFresh Gel

<table>
<thead>
<tr>
<th>S.No</th>
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<th>Celebrity</th>
<th>Company</th>
<th>Advertising Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Colgate MaxFresh Gel</td>
<td>Saif Ali Khan &amp; Asin</td>
<td>Colgate Palmolive Ltd</td>
<td>Rediffusion DYR</td>
</tr>
</tbody>
</table>

Colgate-Palmolive, the world leader in oral care, is redefining the gel segment of toothpaste in India with introduction of new Colgate MaxFresh Gel. It is the first toothpaste infused with cooling crystals that create a whole new dimension of freshness. Targeted at the achievement oriented youth in the age group of 18 to 30 years of male and female. Saif Ali Khan and Asin are the celebrity brand ambassadors.

Saif Ali Khan is an award-winning Indian actor who stars in Bollywood films. Khan made his debut in 1993 with Parampara. He had his major success with the 1994 films Main Khiladi Tu Anari and Yeh Dillagi. He then had commercial success with films like Salaam Namaste (2005) and Ta Ra Rum Pum (2007), and starred in numerous critically acclaimed projects such as Parineeta (2005) and Omkara (2006). These successes put him among the most successful actors in the industry.
Asin Thottumkal is an award-winning Indian film actress who appears in various regional Indian movies. She is among the most popular actresses in the film industry. After a number of critically and commercially successful films, she received her second South Filmfare Award for Best Actress for her performance in her second Tamil film, Ghajini (2005). She is endorsing a number of brands in south Indian TV channels.

TVC for Colgate MaxFresh Gel highlights the freshness of the paste with the help of two celebrities Saif Ali Khan and Asin in the same advertisement. Colgate Palmolive Ltd launched an exclusive Colgate MaxFresh Gel website www.maxfreshclub.com.

1.11.2 Fair and Handsome Fairness Cream

<table>
<thead>
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<td>Emami Ltd</td>
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</tr>
</tbody>
</table>

Emami, in collaboration with Activor Corp, USA, herbalists and dermatologists from India has created a unique fairness cream for men with a breakthrough five power fairness system to make skin fair and handsome in 4 weeks. It also helps in relieving stress and fatigue signs - gives men’s tough skin a firmer look. Emami Fair And Handsome World's No.1 fairness cream protects men's face from sun's UV Rays. The brand targeted 18 to 24 year male and positioned as a male fairness cream. 

12
**Shahrukh Khan** is a highly acclaimed Indian actor who works in Bollywood films, as well as film producer and television host. Khan started out his career appearing in several television serials in the late 1980s. He made his film debut with the commercially successful Deewana (1992). Since then, he has been part of numerous commercial successes, as well as having delivered a variety of critically acclaimed performances. Khan's life-size wax statue is available in Madame Tussauds wax museum, London, installed in April 2007. Khan has been chosen for the Ordre des Arts et des Lettres (Order of the Arts and Literature) award of the French government for his "exceptional career".  

**Surya** is an Indian actor in the Tamil film industry. He is the son of Tamil actor Sivakumar and is married to Jyothika, a popular Tamil movie actress. The couple is widely acknowledged as the Most popular South Indian celebrity couple, and is known to have a large fan base. In 2008, Surya was chosen as the 'Icon of the year' at the Vijay Awards, a popular Award given to reward Tamil Cinema every year.

Emami group is considered to be a pioneer in the men's fairness cream market. The company unleashed 'fair and handsome', the men's fairness cream in 2005. The cream was a runaway success doing business of Rs.27 crores in the very first year itself. Clearly first mover's advantage did wonders for the Emami Group. TVC appeared in GEC and youth channels.

Emami company research showed that they need a strong brand ambassador to promote the men's cream. And when it comes to looking beautiful and fair, the man has to be from Bollywood. According to Emami specially, if you want to inject fairness, with looking handsome, it has to be said by someone like Shahrukh who has a mass appeal as fashion icon. TVC for Fair and Handsome highlights the fair and white face and usage of Fair and Handsome Fairness cream will make male more attractive to opposite sex.
1.11.3 Fairever Fairness cream

<table>
<thead>
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<td>3</td>
<td>Fairever</td>
<td>Asin</td>
<td>Cavinkare Ltd</td>
<td>Orchard Advertising</td>
</tr>
<tr>
<td></td>
<td>Fairness cream</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CavinKare, a leading FMCG company in India, has introduced Fairever fairness cream, with an all-new product blend (combining the goodness of Kashmir saffron and milk). Popular south Indian cine star Asin has been signed on as brand ambassador by the company. This is the first time the group has gone in for a brand ambassador.\textsuperscript{17}

Fairever is endorsed by the leading South Indian Film actress Asin. According to Cavinkare Asin represents youthful beauty that is aspirational and represents Fairever brand values well. Fairever is positioned as Natural Fairness Cream with saffron and targeted Women in the 18-35 age group. Profile of the Target audience – Urban town girl, homely, not so modern. TVC appeared in mostly present in the GEC channels (both in regional as well as national), Music and Movie channels.\textsuperscript{18}

CavinKare, a Rs 500 crore FMCG major, offers quality hair care, skin care and personal care and food products. The company markets the brands Meera, Chik, Indica, Spinz, Fairever, Nyle, Chinnis and Ruchi through over 22 lakh outlets and over 1,100 stockists across the country. CavinKare has innovated on one of its strongest brands, 'Fairever', which has 17.5 per cent market share among fairness creams in south India.

Natural Fairever is one of the most successful fairness creams in the country. Its unique blend of saffron and milk is the beauty secret of many of India’s beautiful women.
Natural Fairever has the world’s best saffron-Kashmir Saffron, blended with the purest milk. It works from within to provide you with a distinctly fairer, glowing complexion much like that of Kashmiri beauties in just 4 weeks. Triple sunscreens also retain your fairness and reduce the harmful effects of UV rays.

Fairever was initially launched in Andhra Pradesh in 1998, following its success national launch was made in 1999. The Fairever woman is the young and contemporary woman of today. She has strong values and believes in using a natural product that will help bring out her natural beauty from within.

The brand’s new TVC is spun around the traditional ritual of a boy coming to a girl’s house with a proposal. In an unexpected role reversal, the TVC depicts a girl visiting a boy’s house to judge his eligibility. Fairever’s communication is a breath of fresh air amongst often regressive fairness cream ads which try to play up the fear of rejection by the opposite sex. The Fairever girl is shown to be one who is comfortable in her own skin. So much so that she has the self confidence to win any situation.¹⁹

1.11.4 Lux Soap

<table>
<thead>
<tr>
<th>S.No</th>
<th>Brand</th>
<th>Celebrity</th>
<th>Company</th>
<th>Advertising Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Lux Soap</td>
<td>Priyanka Chopra, Shreya</td>
<td>HUL</td>
<td>JWT</td>
</tr>
</tbody>
</table>

Unilever is an Anglo-Dutch FMCG giant. In India, the company owns a majority stake in Hindustan Lever. Hindustan Lever is now known as Hindustan Unilever Ltd(HUL).

Lux soap was launched in India in 1929. Lux is one of the most trusted brands in the country. Down the ages, every leading Bollywood star has been a ‘Lux’ star. Right from its first Indian star Leela Chitnis, Lux has gone on to feature Madhubala, Madhuri Dixit, Karisma, Aishwarya Rai and now Priyanka Chopra and Shreya who have all endorsed the goodness of Lux. It is probably the only brand that has had the endorsement of nearly 50 Indian film stars.²⁰
The first ad to cash in on star power in a strategic, long term, mission statement kind of way was for Lux soap, a brand which has, perhaps as a result of this, been among the top three in the country for much of its lifetime.\textsuperscript{21}

Recently to celebrate the 75th year of LUX soap in India commemorative celebration pack was endorsed by Dream Girl Hema Malini, Beautiful Juhi Chawla, Stylish Kareena and Sensuous Sridevi. They all come together in the new Lux ad with the first Indian male star Shah Rukh Khan.\textsuperscript{22}

During the study period Lux soap was endorsed by Priyanka Chopra and Shreya in two different TV ads. Shreya ad was released after the release of the movie in Tamil Nadu. She is the heroine in that movie.

**Priyanka Chopra**

Priyanka Chopra is an Indian film actress and former Miss World in 2000, who works in Bollywood films. After winning the title of Miss India World and later becoming Miss World 2000, Chopra made her acting debut with the Tamil film Thamizhan (2001). When she won the Miss World crown, she became the fifth Indian woman to win the title, and the fourth Indian woman to win in a span of seven years. Now the former Miss world and actress Priyanka chopra has replaced Kareena Kapoor as the new Lux ambassador.\textsuperscript{23}

**Actress - Shreya**

Shreya Saran is an Indian film actress. She began her career acting in music videos, while also attending an acting studio to follow her dream to act. Ms Shreya became a national figure after her performance alongside Rajinikanth in Sivaji (Tamil movie), after which she has signed several Bollywood, Kollywood and also a Hollywood film. Shreya also endorses for large brands like Lux and Head & Shoulders. Shreya ad highlights the freshness of Lux soap for the target audience.\textsuperscript{24}

Lux TVC highlights that a girl hides under a seat in a train, because she doesn’t have a ticket. Enter Priyanka Chopra who is the ticket collector and gifts her a ticket from the Lux gift offer. Concept is train ticket to Lux beauty ticket offer.\textsuperscript{25}
1.11.4 Pantene Pro V Shampoo

<table>
<thead>
<tr>
<th>S.No</th>
<th>Brand</th>
<th>Celebrity</th>
<th>Company</th>
<th>Advertising Agency</th>
</tr>
</thead>
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<tr>
<td>5.</td>
<td>Pantene Pro V Shampoo</td>
<td>Sushmita Sen</td>
<td>P&amp;G</td>
<td>Gray Worldwide India</td>
</tr>
</tbody>
</table>

Procter and Gamble (P&G) has re-launched its Pantene Pro V shampoo with Sushmita Sen as the new brand ambassador and a new logo and with new packaging.

Pantene with Pro-Vitamins provides radiance and shine, in addition to strength and conditioning benefits, so as it nourishes and protects each strand, giving 10 times stronger hair. Its new identity presents itself with a new logo - the Shirra, named after a North African wind, symbolizing transformation, energy and confidence of womankind.

Sushmita Sen is a well-known Bollywood actress. In 1994, at the age of eighteen, Sushmita won the title of Miss India beating Aishwarya Rai. Ms Sen represented India at the Miss Universe Pageant, held in Manila, Philippines.

Pantene Pro V shampoo is targeted for the multi tasking woman in the age group of 18 to 30 years. TVC for Pantene Pro V shampoo appeared in GEC, youth and News channels highlighting the positioning meaning of shining strong healthy hair. The advertisement was developed by Gray Worldwide India.
1.12 Advertising Growth in India

Advertising has become a serious and big business in India. After witnessing an average growth rate of 12-13 per cent in the last two to three years, Rs16,300 crore Indian advertising industry is set to grow up to 61 per cent by 2010. Advertising spends are expected to increase by 12-14 per cent across television, print, outdoor and the internet media in 2008. Internet advertising is expected to increase by 150 per cent. India’s total advertising expenditure will be Rs 26, 532 crore in 2008 in comparison with Rs. 22,721 crore last year. The total world advertising expenditure will touch $485 billion in 2008.28

Table No 1.3

<table>
<thead>
<tr>
<th>Year</th>
<th>TV</th>
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<th>Filmed Entertainment</th>
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</table>

Source: USP AGE April 2007

During January - April 2007, ad volumes of FMCG sector rose by 26 per cent compared to the same period of previous year. Hindustan Unilever was the lead runner in the advertisers list. It is the country’s single largest advertiser with an ad budget in excess of Rs 800 crore.29 For the year 2007-08, the company will spend over Rs1000 crore to advertise its 35 odd brands in a fiercely competitive market. Personal Care, Food and Beverages (F&B), Hair Care and Personal Healthcare continued to be the Top four categories in January - April 2007.

1.13 Sector-wise growth of different media

Television

The Indian economy is booming and consequently the various advertising and communication media are booming too. Television with reach of 75 per cent in urban and 38 per cent in rural area, continues to be the medium with highest reach. Television has highest reach (87 per cent) in the following states Haryana, Delhi and Goa and lowest reach (49 per cent) in Bihar. (Lintas Media Guide 2008).30
India will have more than 500 channels in the next two years and may well become the largest television market in the world by 2015. India, which is currently Asia’s second largest pay TV market after Japan, is expected to become the number one pay TV market by 2015.

According to the PWC-FICCI report, Indian advertisement industry is dominated by mediums like “Television” which accounts for an impressive 45 per cent of the ad spends followed by print 29 per cent and filmed entertainment 19 per cent. The report predicts that in 2011 TV advertisement will achieve Rs 519 billion. Today India has 120 million television homes, out of which 70 million are on cable and satellite. And if you take roughly five viewers per home the figure comes to something like 300 million, which makes it equal to the entire populations of United States and Canada put together. So it is a massive market in terms of volume.

Print media

The booming of Indian economy, growing needs for content and government initiatives have opened up the sector to foreign investment. Print media is also the favorite segment for global investors with maximum foreign investments. It is expected to achieve Rs 232 billion in 2011. With the literate population on the rise, more people in rural and urban areas are reading newspapers and magazines today. Newspaper circulation, readership and revenues are growing at double digits. Over 11,000 ads appear in print media everyday in India.

"The trend in Indian markets clearly indicates that print media makes larger impact for gaining returns to concerned stake holders as compared to other modes of advertisement," The wider reach of newspaper, more than 316 million people in the country, is a major reason for attracting advertisers.

Education was big on Print advertising in 2007. Publications in Hindi language account for the largest share of this pie, followed by English and Tamil. According to a report released by the Paris- based World Association of Newspapers (WAN) the circulation of Indian dailies jumped 33 per cent during 2001-05 when global news paper circulation increased 9.95 percent in the same period.
Radio

According to Lintas Media Guide 2008, Radio has 24 per cent and 18 per cent reach in urban and rural areas respectively. Announcement of three key policy initiatives like migration to revenue share regime, allowing foreign investment up to 20 per cent and opening of 338 licences in 91 cities to private players by Government in 2005, has lead to a lot of changes in this segment. At present, radio is estimated to provide 1.5 million hours of entertainment through 300 channels.

Online advertising

The Internet medium grew by leaps and bounds because of factors such as the increasing number of households with computers and growing awareness of the Internet as a tool for empowerment. The number of regular internet users is expected to increase to 35 million by 2008 and this will drive the growth of internet advertising, which today stands at approximately Rs 1600 million and will reach Rs9.5 billion by 2010 at CAGA of 43 per cent.33

There has been a steady rise in the internet users due to the availability of high speed connections at low costs. The utility of internet has broadened and this offers marketers a sound platform to sell their product. This medium has grown by 43 per cent in terms of advertising revenue.34

According to a research by IAMAI, (Internet & Mobil Association of India), the internet user base increased by nearly 54 percent in 2005-06, that is nearly 38.5 million users, up from just 25 million in 2004-05. “The first thing that a person does, once he/she researches office is to log on to the net to either check their mail or browse a site”. About 93 percent of the 28 million online Indians today belong to the age group of 18-45 years. The main online shopping categories are books, electronic gadgets, railway tickets and accessories.35

Mobile advertising

Mobile advertising is the new buzzword in the Indian marketing sphere. With the handheld device becoming an indispensable companion to millions of Indians, market players are designing campaigns aimed at specific sets of users. The M-ad segment includes campaigns like banners and contextual advertising on mobile internet or Wireless Application Protocol (WAP), using video games to advertise a product, polling, etc.36
The market is already worth around Rs 50 crore and has the potential to grow at 200 per cent a year. The global Mobile advertising industry is expected to reach 11 billion (Rs 44,000 crore) by 2009, and India is likely to account for 1 per cent of this.

**Out-of-Home advertising**

The OoH industry is growing at a rate of 17 per cent per year and is expected to grow from Rs 1,000 crore at present to Rs 2,150 crore by 2010. This sector has witnessed several technological innovations such as Light-Emitting Diode (LED) video billboards.

**Table No 1.4**

<table>
<thead>
<tr>
<th>OoH</th>
<th>India</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value in billion dollar</td>
<td>0.22</td>
<td>25.27</td>
</tr>
<tr>
<td>Rate of growth (%)</td>
<td>14</td>
<td>8.1</td>
</tr>
</tbody>
</table>

Source: 4Ps 17-30 August 2007

This industry in India has a whopping compounded annual growth rate of 14 per cent and there are various reasons for this. First and foremost is medium has the capacity to target consumers across socio-economic classes and can capture all sorts of target audience which is not possible by any other medium. Out of Home medium, which comprises not only billboards and hoardings, but also newsstands, buses, airport, malls, taxis, posters, transit advertisements and exhibitions.

**Table No 1.5**

<table>
<thead>
<tr>
<th>Top Growth Sectors in Advertising</th>
<th>Size in 2010 (Rs Cr)</th>
<th>Growth (%)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Advertising</td>
<td>950</td>
<td>43</td>
</tr>
<tr>
<td>Radio</td>
<td>1,700</td>
<td>28</td>
</tr>
<tr>
<td>Television</td>
<td>51,900</td>
<td>22</td>
</tr>
<tr>
<td>Out - of - Home Advertising</td>
<td>2,150</td>
<td>17</td>
</tr>
<tr>
<td>Filmed Entertainment</td>
<td>17,500</td>
<td>16</td>
</tr>
</tbody>
</table>

Source: Economic Times, 3 April 2007 *CAGR 2007-10
1.14 Competitive advantages of Indian Advertising Industry

The advertising industry in India has several competitive advantages. Indians are extremely creative and passionate. India has a rich pool of strategic planning, creative and media services personnel. Indeed, Indian advertising industry has been exporting senior-level talent to many countries, particularly to the Gulf, South-East Asia, China, UK and US. Indian talent is recognised and respected in global agency networks. Today each and every ad agency is opening a second or third sister agency. It is a sign that the Indian advertising is doing well.

Almost all marketing and advertising agencies in India believe in the concept of 360 degree branding. The services provided by most of these agencies include advertisements for TV, print ads, creating web sites, working on web banners, email marketing, direct marketing, telemarketing, radio promotions, outdoor promotions, tracking retail visibility and communications, designing inputs on packaging, rural communications and PR.

India is the growing centre for advertising campaign. The list of multinational companies that have chosen India as the base market for regional or, in some cases, global advertising operations, has grown considerably in recent times. India is the creative hub for a number of Unilever brands, including Lifebuoy, Clinic Plus and Surf.

1.15 Measurement of TV advertisement

Recall tests is an approach in which an individual is asked to recall ads he or she has viewed in a given time period or setting. Recognition test is a format in which individuals are given copies of an ad and asked if they recognize it.

Television rating point (TRP) is a measure of the viewership level of a programme. It reveals the percent age of audience tuned to a programme. The TRP system involves collection of viewership data on a weekly basis from a panel of television viewers in select market territories. Viewership figures are presented as a percentage of total television audience with 1 per cent of the audience representing one TRP.
The people meter is a mechanical device, which records when the TV set is on and which member of the family’s viewing at a particular point. The viewer has to clock in by pressing a button. The laser meter is a more advanced device. It automatically records the number of people present in a room through heat sensors.

1.16 Future of Indian advertising

The future of advertising in India is sound. Most advertising agencies today are talking about looking beyond the traditional 30-seconds commercial and making advertising seamless. Complete idea solutions and 360-degree advertising will definitely be the future of Indian advertising.

Research will play an ever important role in the future of advertising. Sophisticated technology involving various complex computations will be put to use for better and precise research results. Ideas will come first and media later. Repetition will be replaced by impact. Standardization will be replaced by freshness.

India is currently going through a revolution in which economic well being, fast changing technology, oversupply of products, services and media, and the desire for a better lifestyle is coming together to turn the common man into ‘King’. To the average consumer, ad is an irritating interruption between whatever he is watching. So the advertisement has to be entertaining, engaging and clutter-breaking.

The advertisements should be made simple and should communicate easily and effectively to the target audience. The future of advertising lies in cutting edge creativity, increased role celebrities and integrated communication to position the brand in the consumer’s mind. With all this, there is definitely no looking back for the Indian advertising industry which is set to win accolades from the world over.
9. www.colgate.co.in
15. Don makes a 'fair' deal, 4Ps Business and Marketing, 6-19 July 2007, p38.
25. Ad Analysis, 4Ps Business and Marketing, 8 June - 21 June 2007, p 56.
26. www.pantene.com
27. www.sushmita-sen.com
33. Indian online advertising, USP AGE, July 2006.