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CHAPTER - 5
TRENDS IN TV ADVERTISING
- POST GLOBALISATION

5.1 MEANING OF GLOBALISATION

Globalisation is taken to mean the gradual integration of economies & societies driven by new technologies, new economic relationships & the national & international policies of a wide range of actors, including Government, international organisations, business, labour & civil society.

Till 1990, Indian Economy was not open to foreign private sectors. It was a restrictive economy & failed at all fronts of economic growth in both public & private sectors. This allround problems compelled the Government to open up the economy to the Indian & foreign private sectors. The liberalisation & globalisation became a necessity because of the almost bankrupt conditions that the country was facing.

The process of globalisation is being accelerated by revolution in information & communication technologies. Government introduced many economic & social reforms to adapt to the environment. The policies attracted many foreign companies to explore wide & potential Indian markets. Truly, India emerged as a market oriented economy.

To such wide markets, advertising became inevitable. TV being the powerful & popular media of advertising became the most preferred by the advertisers in post globalisation period.

Television & advertising together present a wonderful combination. TV offers the advertising the most effective way of reaching the consumers mind. Advertising on the other hand, plays a vital role in shaping the priorities & the quality of television programming.

The prominent changes that have taken place in TV advertising since post globalisation are discussed in this chapter.

5.2 SATELITE INVASION

In India the major component of the broadcast was controlled by the Government till 1991. But with introduction of economic reforms, Government allowed entry of satellite TV channels in India and whole senario in TV advertising changed drastically. Prior to this, Indian viewers had to make do with DD’s chosen programmes which were dull, non-commercial in
nature, directed towards only education and socio-economic development. Entertainment programmes were few and far between.

India is a pioneering country in satellite TV. In seventies, rural programmes were telecast on experimental basis. It could successfully send images over remote distances using satellite transponders. Indian Space Research Organisation (ISRO) conducted this experiment by using American satellite. The world took over where India had left off. What India did in seventies became a communication revolution in the last decade of 20th Century.

In 1992, the government liberated its markets, opening them up to cable television. Five new channels, belonging to the Hong Kong based STAR TV gave Indians a fresh breath of life. MTV, STAR plus, BBC, Prime Sports and STAR Chinese Channel were the 5 channels. Zee TV was the first private owned Indian channel to broadcast over cable. A few years later CNN, discovery channel, National Geographic Channel made its entry into India. Star expanded its bouquet introducing STAR World, STAR Sports and ESPN and STAR GOLD. Regional channels flourished along with a multitude of Hindi channels and a few English channels. However there is a clear divide of India into North & South India, as far as TV channels are concerned. (Annexure “A-1(i) (ii) (iii)”) From the large metros satellite TVs delivered via cable moved into smaller towns, rising the purchase of TV sets and even the upgradation from black and white to color TV.

The initial success of the channels had a tremendous effect: more foreign programmers and Indian entrepreneurs competed to explore this new market, with their own versions. From two channels prior to 1991, Indian viewers were exposed to more than 50 channels by 1996 & by 2010, it increased to more than 500. With the increase in satellite TV, advertising spend has also increased. (Annexure “2”)

Cable TV system spread on large scale in metros & suburbs from 2% in 1992 to 65% in 2003. (Annexure “3”). But large rural & remote India couldn’t experience the exploration of multiple channels. Due to high cost of laying cable wires in those parts, cable operators were reluctant to invest. With the passage of time, it is found that system is no more consumer friendly because -

1) Viewers had no choice but to accept the offerings by cable operator.
2) Viewers had huge discontent because of frequent fee hike, poor services & rude behaviour of the cable operators.
5.2.1 Introduction of CAS, DTH & IPTV:

To protect the viewers’ interest & free them from the clutches of monopolistic behaviour of cable broadcasters & operators, the Government of India decided to regulate them by introducing C.A.S. (Conditional access System).

1) CAS:
CAS is a digital mode of transmitting TV channels through set-top-box (STB). The STB is required to watch only pay channels but not free to air channels like Doordarshan. The idea of CAS was conceived in 2001 but it was opposed by channels & cable operators by fee hike. It was decided to introduce in four metros in India - Mumbai, Delhi, Kolkata & Chennai. The CAS was only partially successful in metros. The large part of the viewers continued to be at the mercy of cable operators. (Annexure “4”)

2) DTH:
Because of the high cost of installation of CAS & non-co-operative attitude from cable operators, the technological upgradation introduced DTH. It stands for Direct To Home television. It is a system where satellite programmes are received with a personal dish in an individual home. (Annexure “5”)

DTH got quick response because:

- There is no middleman in the case of DTH transmission. the broadcaster directly connects to the user.
- The consumer is the master of his entertainment.
- DTH being wireless system, can reach to the remotest areas.
- DTH offers better quality picture than Cable TV.
- DTH also provides interactive TV services such as movie on demand, internet access, video conferencing & e-mail.
- Viewers get value for the money.

Zee group was the first to start DTH operations in 2003 in India under the brand Dish TV. The second DTH operator is Government owned DD-Direct plus. It was followed by Tata-Sky, a joint venture between the Tata group and news corporation’s Star TV in 2006.

It has become competitive with the entry of dynamic players like Airtel, digital TV, Sun Direct, Reliance Big TV & videocon d2h. Each one of these players try to keep a head through improving technology, offering attractive packages at subsiding cost and increased interactivity in their service.
It has helped viewers to watch the channels they prefer & advertiser to design cost-effective budget because the system provides an accurate data of number of subscriber for various channels.

3) IPTV:

IPTV was launched only in some cities around 2006-2007 by Mtnl & Bsnl. Later expanded to many urban areas and still expanding. Private Broadband provider Bharti Airtel also started its IPTV service in Delhi. At present IPTV in India is hardly making any impact in the market.

5.2.2 Impact Of Satellite Channels:

With the launch of various satellite channels, TV as a media and advertising in TV changed drastically viz.

1) It widened market for corporates with effective reach covering large diversified demographics in India.
2) DTH (Direct to Home) further facilitated tapping consumers at a remote areas of India.
3) Advertisers got wide choice to show their brands in multiple available channels.
4) Viewers based Satellite Channels are available for 24x7 like channels for sports, news, business affairs, entertainment etc. which did not exist in pre-globalization era.
5) Channels offer specific programmes and hence suitable advertising for target audience is created for effective marketing.
6) Due to satellite TV channels global trends in advertising are rapidly coming to Indian markets.
7) Viewers also have got multiple options to refer to.

5.2.3 Prominent TV Channels:

In post globalisation period many channels were launched to tap the specific target audience. For instance there are entertainment channels like Star Plus, Sony, Zee etc., news channels like Times Now, NDTV, Star News etc., Business affairs channels like CNBC Awaz, NDTV Profit etc., Sport channels like ESPN, Star Sports etc., channels for children like Cartoon Network, Pogo etc., Channels for youth like MTV, FTV, and educational channels like Fox History, National Geography, Discovery etc. Alongwith national channels broadcasters launched regional channels to reach to local masses.
The following narration relates to prominent channels included in the present study.

- **Entertainment Channels:**

In this channel programmes include daily soaps, reality shows, and certain comedy programmes. They are watched by all class of people but major viewers are women. Channels like Star TV, Zee TV and Sony are pioneers in offering entertainment channels in India. However their large audience base belongs to north India and Mumbai and certain parts of Maharashtra. To reach to the large audience, the regional channels are launched by STAR, Zee & Sony to cater entire nation. Whereas in South India, channels like Sun TV & Udayan TV are dominant. Keeping in view the large audience watching TV programmes on these channels, advertisements of all types of products right from salt, confectionery, electronics, cosmetics to automobile products, financial products of banking and insurance sectors are shown during such programmes.

- **News Channels:**

The news channel grew from virtually nothing in 1995, to many national and regional news channels. Increased production values, introduction of tabloid news formats and debates on current issues have helped this segment in attracting more audience in the recent past. They earn primarily from advertising revenue that is generated on the basis of popularity reflected in TRPs.

To know the socio-political changes taking place in their surroundings, audience prefer regional and local news channels instead of national news channels. Advertisers also find it economical to run their commercials to these niche segments because advertising rates on English news channels are more. Whereas for Hindi Channels rates are very less.

The viewers of this channels are exposed to the commercials of financial products, electronic products, automobile products, communication devices etc, during the news hours and also during the programmes like debates, interviews & talkshows.

- **Sports Channels:**

With an increase in cricket as well as non-cricket viewership, sports channel viewership has gone up manifold. With the introduction of new format of 20-twenty & IPL cricket matches, the popularity of Indian cricket has been rising rapidly. In addition to cricket, viewership of Formula 1, tennis, soccer, hockey, basket ball and base ball is also on the rise, Indian
sportspersons like Narain Karthikeyan and Sania Mirza, Saina Nehwal, Mahesh Bhupati etc. have recently made it big in the international level.

Sports channels like, ESPN India, STAR Sports, STAR Cricket, DD Sports, Ten Sports, Ten Cricket, NEO Sports, NEO Cricket operate in India. They telecast live or repeat of certain sports for a specific viewers segment interested in sports. The commercials for products running on these channels include softdrinks, healthcare products, automobiles, cell phones, sportswears etc.

During the sports events of world championship in Cricket, Football, Lawn Tennis, Badminton, Hockey etc. huge commercials are telecast on these sports channels to reach large number of viewers.

- **Children’s channels :**

  Children’s channels are emerging as one of the fastest growth drivers. There are five to six prominent channels catering to 4 to 14 years old viewers. Channels like Hungama, Pogo, Cartoon Network, Nick channel, Disney hour are most preferred by this segment.

  These channels entertain the viewers by various cartoon and animated stories. Of late Indian mythological animated films for children like Bal Ganesh, Chhota Bheem, Jai Hanuman etc. are telecast to make viewers glued in front of TV set. These cartoon films are dubbed in different regional languages so that viewers can enjoy the programme in the language they are comfortable with.

  Having found these powerful segment of children for their products, marketers by now and large use the children’s channels to sell their brands in easy way. Products advertised on this channels include health tonics, all types of eatables including fast moving consumer goods, children toys, stationary products etc.

- **Business Affair Channels :**

  A first business affair channel, NDTV Profit was launched in January 2005 in India. It was followed by the CNBC Awaz , TV18 & Zee Business, to know about the national and international happenings in the business world. At 8.55am in India, when the equity market opens, a whole lot of viewers across the country known as retail investors, are glued to their television sets watching the live game of up and down of Sensex and Nifty, bullish and bearish trends, upward and downward movements of equity.
The programmes on these channels include talks by investment consultants, financial experts, foreign brokerages, mutual fund managers etc. Viewers of these channels ask questions to experts on managing and improving their investment portfolio as well as resolving confusions on income tax and other legal matters related to investments. This has resulted in increased participation of investors from small centres. It also helps salaried people and senior citizens to take care of their finance.

One-third of the TV screen is blocked by scrolls showing the position of equity market and recent development in domestic as well as global business world. The commercials on these channels include financial products, automobiles, electronic goods, real estate etc.

5.2.4 **Doordarshan**:

Doordarshan literally means ‘Television’, is the public television broadcaster of India and a division of Prasar Bharti, a Board nominated by the Government of India. It is one of the largest broadcasting organizations in the world in terms of the infrastructure of studios and transmitters.

Doordarshan has contributed significantly towards the acceleration of socioeconomic change, promotion of national integration and stimulation of scientific temper in the country. Being a Public Service Broadcaster, its mandate is to carry through its programmes messages on population control and family welfare, preservation of environment and ecological balance, highlighting the need for social welfare measures for women, children and the less privileged. It is also mandated to promote games and sports, and the artistic and cultural heritage of the country.

- **DD - Post Globalisation**

The decade of 90s was the most challenging one for Doordarshan as so many new private channels were coming up. In 1992 Indian industrialist Subhashchander Goyal started Zee TV. And in 1993 Kalanidhi Maran started Sun TV. Other foreign channels which challenged Doordarshan were, BBC World, CNN, Star World, MTV, ATN and Prime Sports.

Doordarshan’s share in total advertising revenue declined post liberalization because many of mass brands and niche brands moved their advertising from Doordarshan to Star TV and Zee TV. Commercial competition has transformed Doordarshan as well and it started to cope with the changed competitive environment.
Profile of DD TV Channels in India

- **National Channel (5)**: DD1, DD News, DD Bharati, DD Sports and DD Urdu.
- **Regional State Network (11)**: Bihar, Jharkhand, Chhattisgarh, Madhya Pradesh, Uttar Pradesh, Haryana, Uttrakhand, Himachal Pradesh, Rajasthan, Mizoram and Tripura.
- **International Channel (1)**: DD India. Doordarshan has a three-tier programme service - National, Regional and Local. The programmes in the national and regional services are also available in satellite mode to the viewers all over the country.

Criticism

1) Doordarshan is often criticized for low quality of programme and sometimes even poor telecast and presentation quality.
2) Since it is not a commercial driven enterprise like private channels STAR plus, Zee TV or Sony TV, it does not have the requisite push for better programming.
3) Despite being heavily funded and protected by the Government, many critics have pointed that it continues to incur losses regularly and has failed to deliver either quality educational programmes or entertainment programmes.
4) The audience heavily criticized the channel for telecasting too many ads in cricket matches often showing only 5 of the 6 balls of an over and even doubled the time between two overs for commercial slots to make extra money, stating that Doordarshan is more interested only in cricket matches.
5) Doordarshan is basically now reduced to serving the small town & rural audiences as large viewership is shifted to private satellite channels.

Problems of DD:

1) DD was surrounded by multiple problems, which found their roots in the mismanagement of affairs.
2) In late 1990’s DD faced number of allegations of large-scale scams and irregularities. Under utilized infrastructure, improper investments and poor financial management resulted in poor performance of DD.
3) Private channels had their own marketing teams, whereas DD had 56 different producers but no marketing team.
DD has lost its identity due to conflict that whether it is a public broadcaster or a commercial entity. 
Political interference & corruption were another reason for DD’s poor performance. 
ABCL was DD's highest debtor with outstanding dues of Rs.330 millions in late 90s. 
DD News lost its viewers to Star News & Zee news in the decade 1990s.

DD has introduced many remedial measures to imporvise its services and regain the lost viewership. However it requires political willingness and profeesionalism in reviving its policies to cope up with modern trend.

5.3 BRAND BUILDING THROUGH TV ADVERTISING

Consumers have grown from a scenario of 'No Choice' to'Multiple Choice' today. International players found India as one of the hot destination for doing their business. Favorable demographic profile, changing lifestyle, rapid urbanization and rising income levels have given more scope for consumers to rise. The power of the information revolution has strengthen the bargaining power in favor of the consumers. The shift, from manufacturing to marketing was the realisation that consumers purchase brands rather than product.

Building and sustaining a brand or a group of brands is not easy today as it was during the pre-liberalization period. In the era of pre-liberalization the bargaining power of the suppliers was high and consumers were left with less choice. Consumers bought brands like the Ambassador and the Fiat, not because these products were great in quality, but because they were left with no choice until Maruti came and changed the game with its small family car, Maruti 800.

With globalization, multinationals are entering into developing economy like India through collaborations, mergers and acquisitions to gain an easy access to the market. Brands like Tata, ITC, Reliance, Birla and Bharti, on the other hand, are trying to expand themselves on the platform of trust and confidence that they have created for several years. Fox example, Tata has evolved as a leader in the global markets after acquiring Corus, Jaguar, Tetley, etc.

In India, As per one analysis an average of at least 70 brands are featured in a program of 60 minutes that is to say 22 minutes have been set-a-side for commercials. In such an explosion of commercials it becomes inevitable for the marketers to extensively use TV advertising to build a strong brand for easy recall and for developing brand loyalty.
5.3.1 **Definition and Meaning:**

“A brand is the intangible sum of a product’s attributes, its name, packaging, price, its history, its reputation, & the way its advertised.” David Ogilvy.

“A brand is a collection of perceptions in the mind of consumers”. Colln Bates

“A brand is the immediate image, emotion or message people experience when they think of a company or product”. - Indian University.

Brand is an entity which provides life to a product/service. It is an appropriate name which consumers could easily recall and to instigate desire to buy a product/service. It is like a human being who plays a vital role in instructing, guiding and satisfying consumer’s buying behavior and decision.

5.3.2 **Effective Branding Through TV Advertising:**

Brand is a core element of every advertising. Through TV advertising, advertisers create and cultivate brand values. To sustain global competition, it has become necessary for advertisers to revise, refine and redefine various branding concepts & strategies. Because only branded products are advertised in TV media, advertisers effectively communicate these branding strategies through TV as mentioned below.

- **Brand Identity:**

Brand Identity are those trademarkable devices that serve to identify and differentiate the brand. The main ones are brand name, logos, gingles, slogans etc. It has been observed that logo is invariably given prominence by advertisers for TV in a multilingual country like India. Also, in spite of not knowing the hidden meaning of a logo, customers instantly relate to and recall a particular brand through its logo.

Of late, it has become common for companies to change their logos, an exercise that involves a lot of time and resources. While in some of the cases, the changes made are minor and cosmetic, there are a few instances of the existing logos being replaced by totally new ones. *(Annexure “6”)*

- **Brand Positioning:**

Positioning is the act of designing the company's offering and image to occupy a distinctive place in the minds of the target market. Good brand positioning helps to guide the marketing strategy by clarifying what a brand is all about, how it is unique and how it
is similar to competitive brands, and why consumers should purchase and use it. Brand positioning is very effectively conveyed through TV advertising.

Brands can be positioned with the help of strategies like corporate identity, product attributes and benefits, occasion and time, price, quality dimensions, product category, product user, competitors and celebrities etc.

- **Brand Extension:**

Over the past two-and-a-half decades, there have been several brands in India that have introduced brand extensions. Some have succeeded and some have failed. It is very obvious that the equity and the core values of the mother brand are percolated to the new product or service.

If one seeks interesting and relevant example in the Indian market for successful brand extension launches, then the brand Amul is the one, which comes to one’s mind with ease. Under the brand name Amul, several new products have been launched starting from butter, milk, ice cream, srikhand, chocolates and pizza. All of them have been successful and have a sizeable market share. Since, each of its new products has a very strong connect with the core values and attributes of the mother brand, the brand extension was successful.

Another recent example of brand extension, which is quite amazing, is the launch of Anchor toothpaste by a company, which is strongly known for electrical switches for the years. On the face of it, there is a major disconnect. But the brand has performed well in Gujarat and Rajasthan because the company employed a very clever strategy by positioning the brand as a vegetarian toothpaste for the reason both Gujarat and Rajasthan have a strong presence of vegetarian population.

- **Brand Ambassadors:**

A brand ambassador means a diplomat, a representative of an organization, institution or corporation, who best portrays the product or service. Brand ambassadors have enormous potential for influencing others and ensuring success of brands. They have the remarkable ability to talk for company’s product or service and build brand image.

In a world of increasing brands, brand competition and media clutter engaging the customer has become one of the most difficult tasks for an advertiser. Nowadays, only the presence of very famous celebrities can refrain the people from zapping through channels
It is not only Bollywood personalities like Amitabh Bachchan, Shahrukh Khan, Aamir Khan, Aishwarya Rai, Priyanka Chopra etc. (Refer Advertisement photo No. “1”) who are most sought after by the companies, even sport celebrities like MS Dhoni, Sachin Tendulkar, etc. are being employed as brand ambassadors.

India's oldest and biggest corporate, the Tata Group, has roped in some of the most famous personalities from the sports and entertainment arena to endorsing its brands. While Sania Mirza, endorses Tata Tea, Yuvraj Singh endorses Westside. It is well-known that Indian youth are fascinated by sportspersons. Hence, many of the corporates use sports icons to advertise their brands.

● **Brand Mascot:**

Brand Mascot is defined as -

“A fictional animate being or animated object that has been created for the promotion of a product, service or idea”.

In the Indian context ‘Amul girl’ or ‘Gattu’ of Asian Paints, Air India ‘Maharaja’ are memorable Brand mascots.

Before globalisation brand mascots were always connected to the concept of trademark. The main purpose of using advertising characters is to distinguish one product from another in an increasingly competitive market place. But the concept is changing with time. Now the advertisers are developing some imagery characters through which they disseminate the message about their products/service or ideas. eg. Zoo-zoos of Vodaphone. The advertising brand mascots have become a part of changing new technology reflects a new form of communications between the brand and the consumer they are targeting.

● **Corporate Branding:**

A corporate branding means all communications-internal and external, are aimed at presenting a single, unified message, i.e., to build trust in the company and not in particular product or service. In an era of globalization, 'Corporate branding' is the biggest asset for any company.

Mass production and distribution of modern business have led to a proliferation
of products across the world, which makes it very difficult for the consumers to make a choice of products and services. In such situations, strong brands can make a differentiation between similar products and consumers use trustworthy and consumer centric corporate branding as a tool to make purchase decisions.

It is evident worldwide that the performance of companies is directly linked with the strength of their brand name. The popular global brands include automobiles, electronics and FMCG products in the year 2011. (Annexure “7”)

Corporate Rebranding:

Markets have become more competitive than before and companies are finding it very difficult to retain their existing customers and attract new ones. Against this backdrop, corporate rebranding has emerged as one the most powerful tools for helping companies operate in the desired market with new brand image and identity. (Annexure “9”) Although the rebranding is attempted to offer a fresh image to the company and its offering, there are various other factors that has necessitate rebranding process.

1. Corporate Restructuring  2. Change in Business Environment

5.4 TV ADVERTISING AND WOMEN

The human life revolves around the existence of a special force, which is a woman. She may be playing any role in an individual's life, be it mother, sister, wife, daughter, etc., but her importance cannot be undermined. Advertisements, being the reflection of society, have tried to exploit this knowledge for decades for generating positive outcomes - in the form of higher sales and easy acceptance of products.

It is surprising to find that Women were not used in ads in the early 19th century because society was strongly dominated by males and therefore they were considered as influential force to convince people to buy products. But scenario has changed over the years apart from men, women are also endorsing brands.

5.4.1 Changing Portrayal Of Woman In TV Advertising:

(i) Before 1990:

In TV commercials women were portrayed as eager to please, submissive people, whose universe revolved around their families. Portrayal of strong, assertive women who
successfully undertake responsibilities was rare.

The advertisements of Surf is a case in Point. In 1980s the ad of Surf, a famous brand of Hindustan Unilever Limited (earlier HLL), portrayed "Lalitaji" as a middle income Indian housewife, reflecting the portrayal of women. Here though ‘Lalitaji’ had a freedom to make purchase decisions, they were confined to vegetables, groceries & household requirements.

(ii) After 1990:

Even with liberalisation & globalization one could not notice much changes in Indian advertisements. They continued to portray women in their stereotype roles of cooking food in the kitchen washing clothes bandaging wounds or feeding their husband & children.

However, gradually things changed for good. Higher education, progressive attitude and sophisticated life style helped women to seek suitable jobs that offered them independent spending power.

During this decade it is noticed that women’s multiple possible identities were shown in TV commercials so as to change their role of being stereotypical women. Instead of washing clothes with their hands and brush, they were shown soaking clothes and using washing machines and using varieties of kitchen appliances to ease their household chores.

During the period interestingly many Indian contestants won Miss World and Miss Universe title. Advertisers exploited this opportunity by making woman believe that they have to be beautiful to be accepted, because the growth of the entire personal care products and cosmetic industry was greatly dependent on this surmise. Since then, majority of commercials included fairness cream, talcum powder, shampoos, hair oil, premium soaps, and other cosmetic products claiming beauty enhancing products for the women.

(iii) 2000 Onwards:

Industrialization & urbanization, democratic principles and legislative change, the influence of West and shrinking globe have brought about many and varied changes in Indian Society.
In early 2000’s the depiction of women in advertisement has observed remarkable change from a complete ‘homemaker’ to that of a career-driven professional; playing authoritative roles, equal partners and smart decision makers. They are purchasers of non-traditional and neutral goods like automobiles, financial products, computers, etc.

With the passage of time, there has been a positive change in the representation of woman in the ads as they have started finding their place at the office. Financial independence gave women the much desired purchasing power. Due to this, advertisers started considering them as a potential market segment.

With increasing wave of feminism, it has been noted that the ubiquitous appearance of the female model, clad in revealing clothes, even for products with no relation to glamour or fashion, is slowly disappearing. Amidst other changes, recognition of women’s individualism has begun to figure much more prominently in advertising post liberalisation.

5.4.2 Changing Gender Roles In TV Advertising:

Gender representation is a central feature of advertising and the portrayal of men and women in advertising is a reflection of the long-existing unequal relationship of domination and subordination between the two sexes.

However, since the year 2000 onwards there is a revolutionary change in the way men are perceived by the society and the media, and the advertising industry has played a major role in shaping this new perception. With the recent wave of consciousness and women progression, portrayal of gender stereotypes have reversed in progressive advertisements.

In keeping with these trends, male models are endorsing products which are traditionally female domains. In a radical turnaround from their strong macho image, men are now shown as users of a range of products which were never associated with them earlier. e.g. fair & handsome fairness cream, perfumes, talcum powder etc.

The number of advertisements showing men doing domestic chores have risen and both boys and girls are shown striving for higher education and equal opportunities. Earlier, sports and athletics featured only male achievers, while women featuring in mostly the beauty and home appliances categories. However, since the last few years, there are many leading female achievers in different fields who are endorsing products which are typically associated with purely male audiences.
5.5 TV ADVERTISING AND CHILDREN:

Gone are the days when parents were taking decisions on what their children should wear, eat, play & study. Modern day children have more autonomy & decision making power within the family, as their parents who are employed hardly find time to spend with their kids. TV programmes and video games have replaced the outdoor games and physical activities. hence, children watch commercial featuring smart kids of their age group. They are increasingly aware of their body image, dress, food, toys, etc.

Though children have contact with other media like radio and many other forms of communication, visual media especially TV has a lots of impact on them and they see it as the sole source of entertainment.

Today's children can recognize hundreds of brand names and logos. Hence, advertisers are increasingly using kids in their commercial ranging from detergent powders to cars which children hardly need.

5.5.1 Tween Power In India:

The new class of children has emerged post globalisation. The children who are in between age of 8 & 12 years are neither infants nor teenagers are termed as tweens. The tweens don’t want to be treated as kids but as little adults. In the infotainment era tweens are well - informed about the brand as they spend a significant amount of time watching TV and surfing internet.

In India, the arrival and reach of television channels for kids like Cartoon Network, has created the awareness about the tweens power among advertisers as well as marketers who were very desperately searching for new demographics to reach out.

5.5.2 Trends In TV Advertising Targeting Children:

According to a report of the WHO forum, between 1994 and 2006, the rate of increase in the introduction of new food and beverage products targeted towards children and youth was more than that of all other new products introduced in the market. Post globalisation, media’s growth has been exploited by multinational companies for promoting branded foods and beverages amongst children and youth through very expensive TV advertisements.

Food advertising intended for children is dominated by foods and beverages high
in sugars, fat and salt. Such as instant noodles, confectionary and biscuits besides soft drinks, with the main sponsors being large corporates like Nestle, Britannia, Parle, PepsiCo, Coca-Cola, etc. With well designed promotion and advertising campaigns involving children alongwith celebrities from all fields that children easily recognise & thereby high product recall is cleverly ensured. Such trend of excessive use of children in commercials and advertisements targeting children with unhealthy food is strongly critisized by the Society.

To makeover of this negativity, of late advertisers have started taking precautions while designing the advertisements for children, hence present ads try to create superior morals and virtues among the kids. This is used to cultivate healthy practices and values among the kids. For instance -

◆ TV commercial of Pepsodent toothpaste has done this in an efficient manner. The ad campaign-Pepsodent *bachche jhoot nahin bolte.* (Kids using Pepsodent don’t Lie)

◆ The ad-campaign of lifebuoy where a boy alongwith his friends takes up cleanliness move of his locality.

◆ The ad-campaign of Surf wherein children are shown as consoling their teacher, helping fellow students or grandmother with the slogan “*Daag achhe hain*” (stains are good.) *(Refer Advertisement Photo No. “2”).*

5.6 CELEBRITY ENDORSEMENT & TV ADVERTISING :

“A sign of a celebrity is that his name is often more than his services.”

- Daniel Boostin.

In a world of increasing brands, brand competition and media clutter, it has become difficult task for advertisers to engage the customer for their ads. From sport person to film stars to gold medalist to whiz kids-celebrities occupy a significant position in today’s ad-world.

5.6.1 Types Of Celebrity Endoresement :

There are two types of celebrity used for brand endorsement – Brand Ambassador and Brand Face
(i) **Brand Ambassador** –

One who is not only a spokesperson for the brand or is just appearing as testimonial for the brands benefits but he/she is an integral part of the brand persona and helps to build an emotional connect, which goes beyond just appearing on TV commercials. He/She is associated with every aspect related with the brand, would be involved in press release, would use the brand endorsed in all social and professional gatherings with a word of appreciation for the brand.

(ii) **Brand Face** –

The brand face is one who is just used as a tool to increase brand recall and is only appearing in the advertisement. It is usually seen that a brand face is a temporary contract and is for very short term at times. Eg-Sona Chandi Chawanpryash using Saurav Ganguly for a while in its commercial.

5.6.2 **Celebrities In TV Advertisements** :

Celebrity Endorsement is successful in India because Consumers perceive the brand as having superior quality because it has been endorsed by a credible source. Celebrities usually form a very good example of a reference group appeal. This makes endorsement as one of the indicators of quality for any brand. India is a country where people are star-struck by film stars, cricketers & TV stars.

Celebrity endorsement is today being used as a tool to fight the battle of mind-share and market-share. Celebrity endorsement is one of the advertising techniques being used heavily by the marketers. Companies are spending huge amounts to get their products endorsed by famous public figures.

In India, cricket and movies are tremendous crowd pullers and Bollywood filmstars and cricketers have huge fan following across all ages and strata. Filmstars, like Amitabh Bachhan, Shah Rukh Khan, Priyanka Chopra, Katrina Kaif, and cricketers, like Sachin Tendulkar, Yuvraj Singh, Mahendar Singh Dhoni, etc. have a huge fan following in the Indian subcontinent. These celebrities are their icons whom they like to follow. Marketers are using this very preposition so as to influence their existing, as well as potential customers.

Corporate India, today, does not want to sell anything to the consumer without using either a movie star or a sports hero. Majority of the commercials of the products like Soft drinks, chocolages, biscuits, paints, cars, tyres, scooters, suitings, footwear,
watches, pens, hair oil, insurance packages, diamonds, liquor, photo films etc. use celebrities for effective advertisements. *(Annexure “9”)*

According to a recent research conducted by AdEx India, ‘cellular phone service’ was at the top using celebrity endorsement in 2009. Post globalisation telcom industry got revolutionised. Many corporates enter this industry with improved services in their brand. Telecommunication service is intangible by nature. Hence differentiating the services offered by different companies is very diffcult. Therefore, one striking features in advertisement of the telecom industry is the extensive use of celebrities, both Bollywood actors and popular cricketers. Airtel started this trend by featuring the flavors of unity, brotherhood, patriotism, friendship in its advertisements. Airtel was very successful in its unique "Express yourself", campaign that was launched in early 2000s.

Tata Teleservices initially contracted Ajay Devgan and Kajol, Idea Cellular used the stardom and popularity of Abhishek Bachhan and Reliance Communication has also joined the trend by featuring Hrithik Roshan and Sehwag in its campaigns. All these telecom giants have tried to encash on the popularity of these celebrities to win the fans of these stars as their lifetime customers.

Growth in demand of cellular telephoney goes hand in hand with rise in demand for the associated communication instrumets also. Hence, telecom service providers, like Tata Teleservices, Reliance Communications, Airtel, etc. promote their services in co-ordination with handset manufacturer like Nokia, Samsung and LG. The obvious rationle behind this is to explore the brand popularity of global brands like, Nokia, Samsung & LG.

According to the popular newspaper, The Economic Times, in 2001, only 25% of the commercials were endorsed by celebrities. This increased to 62% in the year 2008. Celebrity endorsements help in improving the sales figures of the company. When Amitabh Bachchan endorsed its Parker brand of pens, the company sales went up by 30%.

Companies also use celebrities for crisis management. So, when Cadbury India wanted to restore the consumer's confidence in its chocolate brands following the high-pitch worm controversy, the company chose Amitabh Bachchan for its ads. When the even more controversial pesticide issue hurt Coca-Cola and PepsiCo and resulted in much uproar, both soft drink companies featured the best and most expensive celebrities. Aamir Khan to spread word about the product's purity for Coca Cola, PepsiCo brought Shahrukh Khan and Sachin Tendulkar together in a television commercial to emphasize the 'safety' of the product.
Bollywood stars and obviously cricket stars have some global appeal. But for regional and niche markets, advertisers employ regional celebrities to explore local sentiments.

**5.6.3 Flip side Of Using Celebrity Endorsement :**

The popular celebrities, viz, Ajay Jadeja, Mohammed Azharuddin, Hansie Cronje, Shoaib Akhtar (cricket) Justin Gotlin (athletics), Zinadine Zidane, and Maradona (football) went from hero to zero. In some cases, the usage of celebrities for brand endorsement has backfired for the following reasons:

1) When a celebrity endorses too many products leading to confusion in the minds of the consumer. A research conducted by MEC Media Lab revealed that multiple brand endorsements by celebrities actually confused the consumers. About 66% of the respondents said that it was tough to recollect the products endorsed by popular celebrities since these celebrities endorsed many products.  

2) When, companies use a celebrity endorser as a mask to hide the deficiency in the product.

3) When celebrities, who are the brand ambassadors of different brands, suddenly go through some bad reputation then it hampers the business of the products also. Recently, when the Indian cricket team failed very badly at World Cup, the business of the products that were endorsed by the cricket stars was also badly affected.

4) When consumers find a mismatch between the brand image and the celebrity image. Each celebrity is associated with a specific personality and lifestyle and so is the brand. The greatest example in this regard is that when 'Lux' introduced Bollywood actor ShahRukh Khan for promoting its soap, it failed totally as ShahRukh Khan's image does not match with the image of the beauty soap Lux.

5) When celebrity gets involved in a scandal, the image of the brand he/she endorses is also damaged. The recent Tiger Woods scandal is a good example of it. The episode stained not only the sporting legend's clean personal image, but also severely battered the image of some top brands, especially Accenture, which has featured him in 83% of all its advertisements. The damage was reflected in the fall of share prices of companies associated with Woods.

6) Inconsistency in the professional popularity of the celebrity also creates problems for the brands.

7) When the celebrity overshadows the brand, the audience remembers the celebrity and not the brand.

8) If companies are changing celebrities from time to time, for the brand, it dilutes the celebrities association with the brand.
5.7 SOCIAL ADVERTISING

Advertisements are powerful channel of information and communication. Advertisements that are used to draw the attention of the general public towards a particular social issue are called Social advertising or Public Service Advertising.

Social advertising means applying marketing and advertising principles to promote various social issues, such as healthcare, wildlife protection, environment protection, etc. Traditionally, only the government and non-profitable organisations have been involved in promoting these issues. The scenario has, however, changed and now many commercial organizations are also initiating campaigns for social causes.

5.7.1 Pre-Globalisation Social Advertisements in India:

Traditionally, social advertisements were primarily information based. They were initiated to increase awareness among the masses about various social issues like healthcare, family welfare, national integration, dowry, child marriage, widow remarriage.

(i) Healthcare
The government telecast various advertisements and campaigns like Chota Parivar Sukhi Parivaar on family planning and also spread awareness about diseases, like cancer, Small pox, Chicken pox and TB.

(ii) Family Welfare
These advertisements emphasized on issues concerning family welfare like, infant mortality, gender discrimination, immunization, oral rehydrations, etc.

(iii) Literacy
Various advertisements were launched to generate awareness about the benefits of education. The campaigns aimed at improving the literacy levels, especially among females.

(iv) National Integration
These advertisements emphasized on national unity and integration. Advertisements like Mera Bharat Mahaan and Mile Sur Mera Tumahra are the finest examples of national integrity.

5.7.2 Post-Globalisation Social Advertisements in India:

Modern India is observing a boom in social advertising as the government and
various Ministries, voluntary organizations, NGOs and commercial organizations are promoting it wholeheartedly in the interest of society.

During this period, many notable campaigns on family welfare, polio eradication, safe pregnancy, etc. were promoted to meet the challenges of globalization and the new millennium. The government of India, the NGOs, the international development agencies and the social agencies chalked out suitable communication strategies in presenting their messages to urban, as well as the rural population.

Dialects and colloquial languages have been used to make the message more effective, Be it the rural or the urban sector, opinion leaders have a great influence among the audience. Hence, teachers, celebrities from the film and sports world are used extensively in some of the nationwide social advertising campaigns in India.

(i) **Healthcare**

Along with the earlier issues, today’s ads in this category are focusing on prevention of deadly diseases like AIDS, Cancer, Bird Flu, Swine Flu, *(Refer Advertisement Photo No. “3”)*. At the same time, these ads also spread messages about how people could protect themselves from the deadly disease.

(ii) **Family Welfare and Childcare Advertisements**

The pulse polio campaign is hugely popular with its tag line, *DO Boond Zindagi Ke*. These advertisements are being endorsed by celebrities, such as Amitabh Bachan, Shah Rukh Khan & Sachin Tendulkar are proving to be very effective. Various other advertisements related to childcare, pregnant mother care and for helping orphans are also telecast. CRY (Child Rights & You) is coming forward for initiating campaigns to help orphans.

(iii) **Awareness about Consumer Rights**

The Ministry of Consumer for food and public distribution, government of India, had released an advertisement under the *Jago Grahak Jago* campaign. The advertisement promotes awareness about consumer rights among general public and prompts the consumer to raise their voice against malpractices followed by businessmen. At the end of the advertisement the contact numbers on which consumers can lodge their complaint is given.

(iv) **Wildlife Protection**

In a recent past there were TV advertisements on wildlife protection. Many companies have come forward to assist and promote wildlife conservation efforts in a bid to protect the
endangered species of wild life, as well as those that are on the verge of perish. Aircel, one of the India’s largest mobile services providers, recently initiated a campaign ‘save the tigers’.

(v) National Integrity

Many creative and inspirational advertisements are being telecast to promote unity and harmony in the country. Organizations, like The Times Of India, have taken many steps in this direction. The advertisement which says Tum Chalo to Hindustan Chale is very inspiring and promotes unity among the people of the country.

(vi) Atithi Devo Bhavah

The campaign “Atithi Devo Bhavah”, initiated by the Union Tourism ministry, has become hugely popular these days. The Ministry of Tourism has released advertisements featuring well known Bollywood actor, Aamir Khan, sensitizing people about the importance of tourism to the country’s economy and the need to welcome tourists.

(vii) Conservation of Natural Resources

A Series of unique advertisements is being telecast these days by Petroleum Conservation and Research Association (PCRA) for the purpose of spreading awareness about judicious consumption of natural resources and saving these resources. A hugely popular advertisement by PCRA for saving petrol takes the emotional route. A farther and son are sitting. The young boy turns to his father and tells him that when he grows up, he will have his own cycle repair shop. The kid explains that going by the way everyone misuses fuel; there wouldn’t be any left for his generation to use. So evidently people will use cycles to travel. The father then turned off the ignition, to save valuable fuel. This advertisement conveys the message that the ignition should be turned off at signals to save fuel and, thus, save money.

Idea Cellular’s new advertisement showcases how the mobile phone can be used as an efficient tool to read daily newspaper, generate e-bills, make payments and transactions, issue e-tickets and boarding passes; thereby saving tons of paper every day. Hence these commercial enlightens the cause for protecting the environment. (Refer Advertisement. photo No. “4“).

5.7.3 Social Advertisements By Corporates:

Social advertising in modern India is also witnessing a new hype. Previously these kinds of ads were designed and executed by the government or welfare agencies only, but today the corporate sector is also associating itself with various social causes. There is dual purpose in these advertisements: one is definitely to promote their product and
brand and second is to earn goodwill and brand image for the organization by associating it with a social cause.

(i) **Commercials with Social Message**

Companies have adopted the new trend of advertisements that focuses on social issues. Companies are increasingly utilizing issues that are of social concerned and are addressing them through commercials of their brand.

Many advertisements are promoting ideas than sales through commercials with social messages like *Jago Re* - Tata tea campaign is amazing example of commercials creating social consciousness. It carried out effective message of awakening the people about their civil rights and duties like voting in election.

Another example of a socially responsible brand is Idea Cellular. "What an Idea Sirji" is quite popular among the rural as well as the urban India. The socially relevant campaigns of Idea Cellular highlighted several social issues like the need for universal education in India, Hospitality and tourism development and true democracy. These initiatives have been widely accepted as powerful ideas that can initiate change.

(ii) **Socio-eco benefits through TV commercials :**

In the era of societal marketing and customer-centric marketing the marketers have realized the fact that the key to success lies in serving the society in a profitable way.

Project “Shiksha” is an initiative of Procter & Gamble (P&G) that focuses on education of children in need. In partnership with Child Rights & You (CRY),

P&G appeals its consumers to extend their support to educate underprivileged children by simply buying Duracell, Gillette Series, Gillette Mach 3 Turbo, Pantene, Whisper, Head & Shoulders, Rejoice, Vicks Vaporub, etc. In the national effort, P&G has committed to fund Rs. 1 Cr. to its NGO partner CRY for this noble cause. 67,000 children across 435 communities have benefitted from this project.14

5.7.4 **Use of Celebrities in Social Cause Advertising :**

Use of celebrities in public service advertising refers to the use of commercial advertisement technique for non commercial public service initiatives by using popularity of celebrity. The glamour of celebrities help to draw instant attention of wide audience
for social cause.

Having familiar and famous faces in the ads make it easy to draw the attention of the audience. Fans and well-wishers of the celebrity take cognizance of the cause being promoted. In the Indian context, many celebrities from diverse fields such as films, sports and creative arts have associated themselves with several social causes. High-profile Celebrities involvement in PSAs makes it easier to get free space or time from the media owners.

Indian media, both public and private have been doing a commendable job in fighting socially relevant causes. However, unlike in the US, there is no Ad Council here to coordinate the activities between the media, NGOs and the government. Also, there is no monitoring authority to ensure the quality of the Public Service Advertising. The government owned departments like the Directorate of Advertising & Visual Publicity, lack credibility and innovation, as they are highly hierarchal and bureaucratic.15

5.8 ETHICS IN ADVERTISING

“You can tell the ideals of a nation by its advertisements”- 16
- Norman Douglas

Ethics is a mass of moral principles or set of values about what is right or wrong, true or false, fair or unfair, proper or improper, what is right is ethical and what is wrong is unethical.17

In India, the customers are, most of the time, taken for a ride by the manufactures because a majority of the customers are illiterate, ignorant or unaware and at the same time, there is less tendency on the part of the customer to voice his complaint against the exploiter.

In post globalisation era various ethical issues in advertising often raised criticisms ranging from the question of validity of claims made in the advertisements to the matter & manner of presentation They include -

1) Advertising of harmful products like cigarette, tobacco, gutka, alcohol etc
2) Advertising to children for foods & beverages high in sugar, fats & salt
3) Advertising in poor taste exploiting sexuality, e.g. products like deos, innerwares, contraceptives etc.
4) False claims made in advertisements e.g. For products like shampoo, hair oil, fairness creams etc.

5) Exaggeration in advertisements of products like weight loss, toothpaste, hair oil etc.

6) Unhealthy brand comparison in the advertisements of detergents, toothpaste, hair oil, etc.

7) Use of testimonials by celebrities. Many a times celebrities give testimony of a product which they don’t use but ask people to use.

8) Without being sufficiently supported by laboratory research, advertising of energy drink meant for children claim its nutritional content and how it is helpful in rapid growth of children.

A number of tricks are used by dishonest & unethical business enterprises to trap the consumers like -

- Sales appeals disguised as gift : Commercial asking cricket fans to collect the caps of softdrink bottles, carrying a sticker of cricketer and they will get a chance to meet cricketer like Sachin Tendulkar.

- Fear Sales : It is a trick to push the sales where commercials with a message like “Limited Stock, Buy it immediately to avoid disappointment” are used.

- Clearance Sales : Many commercial offering discounts, coupons or extra quantity are not for benefits of consumers but it is a trick to sell defective goods with smart costing.

- Psychological Pricing : In order to achieve economical benefits, consumers often become victim of psychological pricing. This trend is more often followed by telecom service providers to be a head in competition.

- Misuse of children : There are many commercial ads where marketers are using children to promote the products, which are not meant for children as they know that children nowadays are playing the role of influencers in the family decision-making process.

- Lifestyle trends of children also get spoiled with the habits inculcated by them upon watching the TV advertisements. For instance an advertisement of Gems - cadbury a child is shown fantasising his teacher as different animals. It was withdrawn lateron after severe criticism.
Surrogate Advertising: One of the unethical forms of advertising which is of serious concern is Surrogate Advertising. As per various laws and bylaws, direct advertisement of many products and services is banned in Indian markets. An interesting fact to note is that only the advertisement of such products or services is banned and not their consumption.

Since the government does not ban their consumption, marketing of such products continues and since direct advertising of these products is not possible, marketers adopt the way of indirect marketing through surrogate advertising.

*Khoob jamega rang, jab mil baithenge teen yar, aap mein aur Bagpiper.* Who can forget this wonderful and catchy punch line? It is the advertisement of 'Bagpiper' soda. This advertisement is a wonderful example of surrogate advertising. In fact, this ad intends to draw attention towards the alcoholic products manufactured by 'Bagpiper' which cannot be advertised directly. On the same lines, there are ads for products like mineral water, juices, etc. which actually are complementary products to the alcoholic products.

The tobacco and alcohol promotion advertisements although legally banned, actually continued by corporates ranging from Seagram to Red and White to Manikchand, either sponsoring events like music releases or giving bravery awards or sponsoring cine awards, and indulging in surrogate marketing.

Logo plays an indispensable role in surrogate advertising. Due to their attractiveness, surrogate advertisements are able to occupy a prominent but passive position in the mind of viewers.

Many a times in a 'my product is the best' attitude, many unethical & unacceptable ways are used by the advertisers & it is criticised by society. e.g. Commercial of Nirma detergent - depicts throwing food on each other by the women at dine table.

Of late, advertising professionals try to eliminate socially harmful aspects of TV advertising and observe high ethical standards in regard to truthfulness, human dignity and social responsibility. For instance, corporate entities have started taking care of 4Ps - People, Planet, Profit and Process and work towards the wellbeing of the customers, employees and environment.
5.9 INTEGRATED MARKETING COMMUNICATION

In the last decade no areas of marketing has seen more drastic changes than marketing communications. Increasing inattentiveness on the part of consumers & increase in competition as a consequence of the globalization process has created a serious concern for marketers.

The concept of Integrated Marketing Communication is receiving considerable attention due to the challenges faced by marketers in designing and implementing their marketing communication programs.

5.9.1 Definition & Meaning:

The American Association of Advertising Agencies (AAAA) in 1989 defined IMC as: “A concept marketing communication planning that recognizes the added value of comprehensive plan that evaluates the strategic roles of a variety of communication disciplines. e.g. general advertising, direct response, Sales promotion & public relation & combines these disciplines to provide clarity, consistency & maximum communication impact. Integration represents the idea that the effect of any communication option have a positive impact of the effect on other options.”

It means that integration requires that communication options are designed towards the same goal using a common message with the purpose of achieving a higher communication impact.

In this era of brand proliferation, success of any brand is just not dependent upon conventional advertising. Marketers select the best promotional tool for promotion of their products, using 360 degree marketing Communication. Which includes:

- Advertising
- Publicity
- Sales Promotion
- Sponsorships
- Personal Selling
- Public Relations
- Packaging
- Direct Marketing
- Trade Fairs & Exhibitions

The traditional marketing recognises the shift from mass media marketing to interactive marketing in the large and fragmented global market. (Annexure “10”)

5.9.2 Need of IMC:

The need for IMC is felt by marketers because,

1) It helps to develop brand loyalty.
2) IMC plays a reminder for well established brands through various promotional and sales techniques.

3) To counter the competitors claims marketers use IMC aggressively and thereby sustain and improve the market share.

4) IMC helps in expanding market from local to national and global level by using all available marketing techniques of communication.

5) In a competitive market, IMC persuades customers to buy a company’s product through creative advertising messages, product demonstration at trade fairs, offering free gifts, premium offers, organising contests, etc.

5.9.3 New Media Options

As the options available to both the players (Advertisers & Customers) are more than one, the companies have to decide which medium to go for and if they decide to go for more than one, then they have to have the perfect balance so that their promotional expenses bring in the desired revenues.

The changing nature of market, particularly the increase in competition and development of fragmented, regional, and global markets and companies. The marketers have not left a single stone unturned to reach to the masses. Today types of media whether indoor or outdoor are extensively used in more creative way than before. Such innovative media includes -

a) **Outdoor Media**

- **Relationship marketing**: is the process of attracting, maintaining and enhancing customer relationship, in multi-service organizations.

- **In film advertising**: Marketers have started a practice to use in film advertising to place the brand in subconscious mind of audience without interrupting his entertainment. In the movie Jab We Met, an ATM of SBI is used by the hero to withdraw money in one of the remotest part of the country, thereby highlighting the reach of SBI. In the movie, Taare Zameen par, Fevicryl was shown as the color used by all the participants in a drawing competition in a scene.

- **Tryvertising**: The new emerging trend called, tryvertising, is an engaging way of allowing the customers to form their opinions about the products based on their own experiences and not on the basis of advertising messages. It is a strategy combining sales promotion and advertising. For instance.
When Sony introduced a new DVD-handycam, it came out with a promotional scheme in a Zoo in London, the visitors were given an offer to use the handycam for an hour without any charges. The scheme was open for 11 days.

Even Google provided free Internet access to the travellers who were waiting at the airport.

Tryvertising is done in the bars, restaurants, hotels, resorts, public transport, shopping malls, airports, etc. For different product categories, different strategies are used to have a greater impact.

It is observed that there has been a shift from advertising to tryvertising especially in the rural areas by domestic as well as by MNCs since 2000 onwards. For instance; rural contact in India meant films and skits. Now HUL is using LCD TVs and DVD player in a *Palkhi* to talk to the masses.

HUL has introduced a new marketing model called 'Khushiyon Ki Doli'. "This is a 2010 rural contact programme". *Khushiyon Ki Doli* has all the trappings of a rural marketing programme. A set of four *palkhis or dolis* move to different localities in the village drawing an audience of housewives & children. Concealed within each doli is a LCD TV, a DVD player and a small generator. *Khushi didi's* story is told via an animated film. Through this awareness module consumers are shown ads for a range of HUL's products. It is followed by an interactive session & demos as to how to use the products & how their product is better & economical as compared to their traditional products & methods. Finally there are a set of games, prizes & special offers.¹⁹

Every visually promising place has potential for advertising. Signs, posters, billboards, flex have become significant factors in the urban area and their numbers are still on the rise. Outdoor advertising has become unavoidable. Traditional billboards and transit shelters have cleared the way for more pervasive methods such as wrapped vehicles, sides of buildings, electronic signs, kiosks, taxis, posters, sides of buses etc.

Performances, exhibitions, shows, concerts, sports and most other events can hardly take place without sponsoring. Advertising is also integrated into fashion. On many pieces of clothing the company logo is the only design or is an important part of it.
b) **E-Media**

- **Online/Internet**: Although Internet advertising is still fairly new, it has become an attractive vehicle for advertisers because of its several features and qualities. It integrates many positive aspects of major advertising media such as the visual impact of TV and billboard. Graphics, pop-ups animated pictures, colors and user interface are some of the commonly used tools on the internet to make the advertisement more attractive and comprehensive for the users.

Most of the companies in India have started online advertising to reach the public easily. But the companies are not depending only on online advertising, in fact online advertising is being used as a supplementary to traditional advertising. However, even today in services which are primarily meant for the higher and middle strata of society, more purchase orders are received online like air tickets, A/C railway tickets etc. Internet Marketing targets global audience and is an emerging medium in the industry. *(Annexure “II”) The various Internet portals that have advertised through television are Yatra.com, Naukri.com, Justdial.com, Indiatimes.com, travelchacha.com and zapak.com.*

c) **Mobile Phones**

The latest innovation in the world of advertising is 'Mobile Advertising'. Mobile phone is a very personalized medium having a great reach and options, in terms of the content of the advertisements. For a large number of mobile users, the Indian market presents attractive opportunities for mobile advertising.

Worldwide in terms of mobile subscriptions, India is the world's second largest wireless market after China. Advertisers have started to allocate at least 10-15% of digital advertising budget for the mobile medium. 

Mumbai based, Netcore Solutions is the mobile marketing pioneer. Netcore uses its brand MyToday, to offer various mobile phone services, like sending information relating to stock market developments, cricket scores and other developments. The user is given the option to choose this service. Once the user opts for the services, he/she gets headlines with a text ad at the bottom of the screen. MyToday was launched in 2006. More than 100 brands are using MYToday for SMS advertising.

d) **Social Media** :

Social Media, the fancy buzzword of the advertisers and marketers across the
globe, has become the best alternative in the current global scenario. This received a further boost during 2008 when top companies, like Google, Facebook and MySpace, announced the data portability measures.

This new medium provides the marketers the unique combination of reach, relevance and establishing relationships.

Social media comprises blogs, social networking sites, wikis, microblogging in the form of twitter, social bookmarking, photostreams, video sharing, podcasts and virtual worlds.

Context, communication and collaboration are three main factors which are driving society towards the use of social media. They are collaborating on content rich networks, like Facebook, Bebo, Linkedin and MySpace. These sites are beneficial to both the brand creator and the purchaser, as they give an opportunity to the companies to reach out to varied customers.

Social Media networks connect interactive, conversational and participatory online users who have common interests. For instance, Hindustan Lever Ltd., launched Sunsilk Gang of girls (GoG),21 an online social networking website built around its leading beauty shampoo brand, Sunsilk. GoG was open only to girls and had various features including blogs, expert advice on hair care and fashion, a job site, etc.

5.10 DOMINATION OF MNCs

For quite a long time, India had a restrictive policy in terms of foreign direct investment. As a result, there was lesser number of companies that showed interest in investing in Indian market. However, the scenario changed during the financial liberalization of the country, especially after 1991. Government, since then, made continuous efforts to attract foreign investments by relaxing many of its policies. As a result, a number of multinational companies have shown interest in Indian market.

Multinational companies are the organizations or enterprises that manage production or offer services in more than one country. There are a number of reasons why the multinational companies consider India as a preferred destination for business:

- Huge market potential of the country
- FDI attractiveness
- Labor competitiveness
Macro-economic stability

The multinational companies in India represent a diversified portfolio of companies from different countries. Though the American companies - the majority of the MNC in India, account for about 37% of the turnover of the top 20 firms operating in India, but the scenario has changed a lot of late. More enterprises from European Union like Britain, France, Netherlands, Italy, Germany, Belgium and Finland have come to India or have outsourced their works to this country. Finnish mobile giant Nokia has their second largest base in this country. There are also MNCs like British Petroleum and Vodafone that represent Britain.

To explore the indian market in its totallity MNCs have come out with a strategy called “Glocalization”. Glocalization is the fusion of two related concepts ‘globalization and localization’ While globalization ‘emphasize on globalization of production. Glocalization is more sensitive to social and cultural needs of a community/region and offers integration with the conflicting or widely differing cultures. The multi-cultural nature of Indian society and the Indian Consumers meant that glocalization is suitable strategy for these MNCs to use.

The MNCS, aggressively advertise their brands on TV tapping a specific occassion or event. They use creative strategies, celebrity endorsements, reality shows etc. to reach to large number of prospects not only in urban but also rural & remote markets of India.

5.10.1 Use Of Roadblock Strategy By MNCs:

To win over competitors and readyness to pour huge finance in advertising campaign, many MNCs use Roadblock Strategy.

Roadblock Strategy can be viewed as an advertising approach where marketers buy out the entire saleable time, space or spots on TV channels, print, radio or even Web respectively for a certain period of time. This allows them to make an exclusive display of their ads, thus blocking any competitor or rival ads. Big companies like Cadbury, Nokia, Airtel, HUL, etc. have all adopted this strategy. However, roadblocking is one strategy that requires a very heavy investment which is almost more than 100% to 200% of the amount spent on a traditional advertisement.

Vodafone employed a similar strategy in the year 2007, when it entered the Indian cellular space with the acquisition of Hutch; giving a tough fight to other strong rivals like Airtel and Reliance. It initiated 24 hours in 13 Star Group Channels with multiple inserts of 10 seconds each. The advertisement campaign showing a pug and a girl with various story
lines and ending with a punch line “Happy to help” became very popular all over India as it was telecast during IPL Season-I *(Refer Advertisement Photo No. “5”)*. It was an innovation of sorts, not just for the channels but for the market as well. The huge TRP that the Star Network enjoyed for most of its programs across various channels gained the benefits for the Vodafone Group.

In September 2009, HUL struck a deal with Zee and Star channels to air only its commercials. The FMCG market leader (HUL) with over 110 brands in its portfolio signed a deal blocking airtime with two major channels: Zee and Star group. The company booked about 4,500 ad spots covering 40 hours of advertising time and expected to reach over 100 million customers across the country. It was something like a brand packing of sorts for its skin care range of products with Lifebuoy capturing the maximum number of slots, followed by other major brands like Fair & Lovely, Ponds and Dove.  

A 10 second advertising spot on leading channels costs somewhere around Rs. 10,000. However for this roadblock initiative, HUL is known to have paid a 100% premium, spending a whopping Rs. 8-9 cr. per day as per The Economic Times report.

Of late event sponsorship has emerged as a strong tool for the telecom firms for instance Airtel has been regular sponsors of Delhi half marathon. Vodaphone is one of the sponsors of Indian Premier League (IPL). Idea promotes the IIFA award given to Bollywood movies & Bollywood stars. Reliance has also sponsored many cricketing events within and outside India including IPL series. Live telecast of these sponsor events incorporates many celebrities charging heavy fees and making such events more costly.

**5.11 POST GLOBALISATION CHANGES IN CREATIVE ELEMENTS IN TV ADVERTISING**

**5.11.1 Technology In TV Advertising Post Globalisation:**

Nowadays, people are bombarded with so much marketing messages that they have also learnt the art of filtering the messages and this poses a great challenge to the marketing professionals and to meet this challenge they have become highly innovative to capture new customers and retain existing customers.

Due to the improved technology and the remote control, today, the audience is better informed and has a wider choice in forms of different channels. This has forced the copywriters to turn to creativity to attract the audience.
Technology has played a key role in influencing the entertainment industry, by redefining its products, cost structure and distribution. Content creation has benefitted significantly from technological advancement especially in the areas of sound, visual effects and animation. The growing adoption of digital television around the world has forced leading global broadcasting companies to put development and use of new technologies at the centre of their core strategies. This in turn is extensively used for TV advertising as well, like -

(i) **Animation**

Animation is nothing but graphic representation of drawings, painting or illustration to show movement of a subject in a sequential manner. The pictures can vary from hand-drawn traditional animation to computer animation. By using animated characters, an advertisement may have a certain appeal that is difficult to achieve with models or mere product displays.

(ii) **Zoo-Zoos**

The best example of creativity is zoo-zoos in the recent time. *(Refer Advertisement Photo No. “6”)*

Indian ad agencies are, now, being appreciated for their novel and creative ideas at international platforms. This new brand ambassador of Vodafone, ‘ZooZoo’ has created a range in the advertising industry and has been successful in giving the company a makeover and establishing maximum brand presence. During the IPL season II, Vodafone created many stories featuring the Zoozoos in order to promote its value-added services.

These ads fulfill all the basic criteria to be an effective advertising campaign. These unique characters have similar human habits of screaming, laughing, humming, singing, gesturing, and even of dying. All the characters are cute, entertaining and charming. Zoozoos are very youthful and timeless, given their novel, path-breaking portrayal of the message and idea. Soon there came Zoozoo merchandise, key chains, bags and T-shirts and even stuffed toys showing their popularity amongst children and adults.

(iii) **Use of Music**

Indians like music in any form so much so that advertisers take advantage of it by using it in commercials.

Prior to the 1980s music in television advertisements was generally limited to jingles and incidental music; on some occasions lyrics to a popular song would be changed to create a theme song or a jingle for an advertisement of a particular product.
In the late 1990s and early 2000s, electronica music was increasingly used as background music for television advertisements, initially for automobiles, and later for other technological and business products such as computers and financial services.

5.11.2 Appeals:

Every advertisement is in form of appeal. The advertiser appeals to the audience to respond to his advertisement in a favourable manner. The advertising appeal depends on the advertising objectives.

Appeals are broadly classified as, ‘rational and emotional appeals’.

(i) Rational Appeals

Rational Appeals are directed at the logical thinking process of the audience. Rational appeals are used to satisfy consumer’s requirements of economy, returns on their investments and value additions to their finance. Since financial liberalization in the country, many financial products are increasingly advertised in TV. It is obvious that competing banks and financial companies are extensively using rational Appeals for their financial products.

Financial advertising has become so much more innovative because it has to create differentiation and branding for largely undifferentiated product offerings within their own segments. Over and above, the financial brands have to compete with the soaps, beverages, air conditioners, TV’s and another categories advertising for the attention of the consumer.

(ii) Emotional Appeals:

Emotional Appeals exploit the emotions of the people such as love and affection, pride and possession etc. Emotional appeals are designed to satisfy various aspects of consumer psychology. Alongwith use of various emotional appeals, the use of patriotic and sex appeals are distinctly noticed in post globalisation period.

a) Patriotic Appeal:

Patriotic appeal is the love feeling towards the country which is used in the advertising to make it more effective. In advertisements, national flag or word India is used as a central message or appeal which satisfies the pride feeling of patriotism of the customers.

In India, post globalisation period has witnessed frequent terrorist attacks & serial bomb blasts in different parts of the country. To remove the feeling of disgust & hostility and
make people feel that nation and patriotism is of prime importance, marketers have started adding patriotic appeal in their commercials. Such message really creates a feeling of console & security among the people and at the same time a favourable image for the company’s product not only in India but across the world for Indians.

Though there are socio-demographic differences, but the pride feeling of patriotism is always appreciated by people. Example of products with patroitic appeal -

Tata Salt - *desh ka namak*
Bajaj - *Naye Bharat ki Nayi Pehchan*
Amul - *The Taste of India*
Pepsi - *Yeh Hai Youngistaan Meri Jan ’Youngistaan’.* (Resembling Hindustan).

**b) Sex Appeal:**

Sex appeal can be defined as the extent of nudity used in advertising. Over a period of time, sex appeal has become one of the most popular and effective tactics in mainstream consumer advertising in most of the Western countries and subsequently followed in India.

The basic reason why sex appeal sells in advertising is that it grabs attention and enhances brand recall of the product being advertised. This is due to use of young models in suggestive poses. Also, using sex appeal may lead to controversies which will again prove to be beneficial to the product as the longer the product is in the news, the more is the brand recall.

Initially, this appeal was in the form of using attractive young women in the ads for soaps. Of late one can also find young men playing such roles. For instance, many of the ads related to the products used by men like deodorants, perfumes, innerwears etc. highlight the fact if the said products are used, it would attract the attention of the girls.

**Products where Sex appeal is used:**

- Lingerie - Jockey Advertisement
- Levis Unbuttoned Jeans
- Palmolive Body Wash
- Slice Aamsutra
- Amul Macho
- VIP Frenchie
(iii) **Emo-Rational Appeal**:

Revolutionary new findings in neurology show that there is no such thing as a rational buyer - all decisions are first made by the emotional, non-conscious part of the brain - as quoted by Joseph E LeDoux - professor of Neural Science & Psychology at Newyork University. These findings justify the use of Emo-rational appeals in advertising.

It is a modern concept of appeal as it combines emotional & rational appeals. The recent advertising trend is to use both the appeals and thereby build emotional connect with the audience and at the same time creating a feeling of fair returns on their spend.

The trend of using emorational appeals are found in many product and service advertising which includes following elements:

- Love, Price and Feature Appeal for Automotive
- Joy and Feature Appeal for household products
- Joy and hunger Appeal for food
- Social, price and feature appeal for tourism.
- Sex and value appeal for Personal care products.

Globalisation encouraged the entry of domestic & foreign companies in insurance & banking sectors, shaking the roots of Government controlled banking & insurance sectors. These companies provide huge opportunities to make investment in their products and attractive schemes.

The rapid increase of nuclear family system, choice of better lifestyle, desire for higher education, increasing natural disasters are some of the factors responsible for growth of these sectors.

Formerly financial advertising depicted by these sectors were applying rational appeals by banks and emotional appeals by insurance companies. They were mainly informative & lacking creativity. However to survive in the competitive environment, financial advertising has become more innovative to create unique differentiation in their brand.

A new concept of Emo-rational appeal is used in financial advertising by both these sectors. It is a fine blending of both the types of appeals to make financial advertising
more interesting.

5.11.3 **Cricketainment** :

(i) **Introduction** :

India is the undisputed powerhouse of the cricket world. The prime driver of the whole business is television. Cricket in India has become second religion for Indian masses. The game which used to be played over a period of five days with men in white uniforms playing on the field has seen a lot of changes in the last 30 odd years, the lastest being the advent of the Twenty 20 format & IPL, the more exciting form of cricket. Therefore, cricket had become the great source for marketing communication these days.

(ii) **Reasons for preference to TV advertising** -

The various reasons why the marketers prefer this sport event for their advertising are -

1) The game of cricket has lot of reach across nation due to its popularity, something that the marketers can always take advantage of.

2) Since players come from different regions, there is a lot of regional sentiments which bound the people to watch the games, thus showing advertisements in various forms.

3) The sponsors got to display their logos on the players’ clothing, which again contributes effectively to recall the brand.

4) The timing of the T-20 & IPL is mostly on prime time drawing large viewership to TV advertising.

(iii) **Changing Trend of Cricket influencing TV Advertising**

- Conventional Test match is of five days & pure cricket in nature. As time span is big; audience, except few interesting matches don’t spare much time before TV hence this form is not much popular with advertisers.

- It was followed by ODI (One Day International) with specific colour uniform for each participating country for easy identity. It became popular with audience hence marketers started exploiting this opportunity to reach to masses.

- T-20 (Twenty-Twenty) format with very limited time span was introduced in 2006. It is a combination of cricket and entertainment and therefore often termed as Cricketainment. It became very popular and entertaining for audience & obviously most preferred sport event for sponsorship & advertising.
IPL (Indian Premier League) - Immediately after the success of Indian cricket team T-20 in world championship, the Indian Premier League was launched by BCCI and was supported by ICC in 2008.

A lot of new rules such as free Hit, Bowl Out and cheerleaders have changed the so-called 'Gentleman's Game' into something which not only has a mass appeal but can be considered as entertaining. And the most important thing which is flowing in is the money. Be it in the form of advertisements, sponsorships, endorsements, official rights such as media or player salaries, there is a huge flow of money in the game.

As the time span of the game is shorter and more convenient, it draws large crowds. The ground audiences are exposed to the ground advertisements such as field logos, boundary line banner, on-site screen displays and scoreboard displays. In this case, viewers do not even have the freedom of zipping which normally takes place in case of television advertising. Since the IPL includes international celebrity cricketers, the sponsor brands use the celebrity factor to break the ad clutter and create better recognition and recall of their brands. The same team sponsors use all the celebrity stars in the team for advertising. This otherwise would have been difficult in terms of cost if the brand want to go for all the celebrities separately. *(Refer Advertisement Photo No. “7”)*

In the rush to show maximum commercials at fours & sixes, and also the falling of wickets, advertisers interrupt the match viewing of interested audience by blocking the bottom & left side of the TV screen for advertisements. It is most irritating to the viewers and may create negative feeling for those brands.

Advertisers have suffered serious economic losses for their too much depending on TV commercials/sponsorship during cricket matches. The following are a few facts regarding the economic impact of the failure of the Indian cricket team in the ICC World Cup 2007.26

1. Industry sources reported that advertising rates have dropped down by one-third from Rs. 1,50,000/- for a clip of 10 seconds during the match telecasts.

2. For a much-awaited India and Pakistan game in the second round on April 15, 2007, TV Channel Sony had charged Rs. 4,50,000 for an advertising clip of 10 seconds. But when the match was cancelled, all the advertisers asked for the refund of the paid amount as reported by the media.
5.11.4 **Reality Shows**:

(i) **Introduction**:

Reality shows are talent and skill based competitions involving celebrities, participants as well as viewers. They are not fictions like serialised TV programmes and hence they appear more real, exciting and interesting.

Reality shows have become the latest craze on Indian television. They are fast replacing the daily soaps as 'number one' in terms of popularity. The main reason for the popularity of reality shows is that this concept broke the monotony and came out with interesting scripts and out-of-the-box ideas. Reality shows are now coming up with new seasons also. Marketers have been quick to encash the popularity of these shows.

Reality shows have become a part and parcel of many channel. There has been a tremendous shift of viewers from serialized dramatic stories towards entertaining and lively programmes. Companies have realized that sponsoring of such shows gives them an opportunity to make their brands have better recall and also attract their potential customer base much effectively than through other marketing efforts like simple print and electronic advertisements.

(ii) **Emergence**:

Reality shows became immensely popular during the early 2000s in U.S. Two reality series, 'Survivor' and 'American Idol' have been top-rated series on American TV shows, like Survivor, The Idol series, The Top Model series, Dancing with the Star series Fear Factor, Big Brother, etc., have had a global impact. Many countries influenced by these shows came up with their own versions of the shows and India is no exception to it.

The trend of reality shows began with the introduction of twin musical competition on Zee TV viz. Close-up Antakshari & TVS Sa re ga ma pa. It got unbelievable popularity among viewers & novel tool in the hands of marketers for advertising.

Reality shows in India are welcomed by the audiences who are tired of the melodramatic Saas-bahu serials that dominated the Indian television industry for long.

In India, *Kaun Banega Crorepati*, the Indian version of 'Who wants to be a Millionaire', hosted by Superstar Amitabh Bachchan, proved to be a major hit. KBC had brought about a revolution of sorts in sponsorship of reality shows by introducing an innovation in terms of brand recall at every break point and during the exercise of a lifeline by a participant.
like Britannia 50-50 (for the 50-50 lifeline) and striking some of the most relevant brands associations like Reid & Taylor, Lenovo, Parker Pens for which the host Bachchan was a brand ambassador.

It was *Kaun Banega Crorepati* (KBC) that integrated telecom and television for the first time. Potential contestants were required to register their names for the show by correctly answering questions asked over phone. The prize money of Rs. 1 cr along with an opportunity to meet megastar Amitabh Bachchan were sufficient incentives for people to call up a specific number many a times.

The phenomenal success of KBC laid the foundation for several other mega stars to venture into the otherwise neglected small screen. Amul, Hero Honda, Clinic All Clear and Lux are a few of the brands among many who have now become very much popular due to the immense exposure they have got through sponsoring reality shows.

(iii) **Format** :

Beginning with the Indian Idol to Sa Re Ga Ma Pa, from KBC to Comedy Circus, the format is the same everywhere. The judges are popular celebrities, the show is all about transformation of a common man to someone noteworthy.

Here the marketing is done in disguise. The product or service being marketed becomes an integral part of the show in such a way that it becomes impossible to separate the two. For instance, the name of the brands are attached with the titles of the shows like 'Hero Honda Sa Re Ga Ma Pa' or 'Clinic All Clear Jo Jeeta Wohi Sikander'. Every time the host declares the name of the show, the name of the sponsor brand is included. This undoubtedly helps people to remember the name of the brand.

Marketing in reality shows provides an opportunity for the brands to promote their products through the entire schedule of the show. The prize that is given to the participants is placed as an exhibit for several days and every time the anchor talks about the prize the name of sponsor is mentioned, which automatically gives a high recall rate to the brand. Not only this, many times the logo of the company is exhibited implicitly on the television screen for an entire episode.

Airtel used a very good strategy during the KBC shows. Whenever the phone-in option was used by the participants the ringtone of Airtel was played and the logo of the brand was also displayed.

If one analyze the time schedule of popular reality shows, one can see that all of
them are mostly telecast on weekends i.e., on fridays and saturdays with a repeat telecast on Sundays, e.g. Sansui Boogie Woogie and the musical shows on Zee TV and Star Plus are aired on fridays and saturdays with a repeat telecast on sunday so that someone who has missed the telecast on friday or saturday can watch it on sundays which is a holiday for large number of people.

It is reality shows which calls for complete audience involvement either in terms of actual participation or in terms of phone calls and SMSs, that is reason enough for its rising TRP.

It was "Indian Idol 1" in 2004 that introduced audience voting on reality shows. Mobile phones were used to a large extent for the purpose. The television channels have over the years preferred to interact with viewers through text messaging services rather than voice-based ones due to cost considerations. The television channels have a revenue sharing arrangement with the telecom companies whereby a larger amount of revenue earned through audience SMSs or calls go to the telecom company while the remaining goes to the channel after a certain percentage of total revenues is paid to the government in the form of taxes.

With the amount of drama that these shows manage, also makes a strong emotional connect with the audience. Millions of Indians relate with these characters and feel a part of their dream come true in these reality shows. The debates, blame games, defense, drama, controversy, emotions, suspense, tension—all necessary ingredients are there.

Many regional reality shows are also being designed using celebrities. Marketers use these shows to promote their products locally. Regional channels like Asia Net, Surya, ETV, also Zee, Star and Sony's regional bouquet of channels are duplicating national reality formats and customizing them for regional audiences. It further adds to the visibility for sponsoring brands and TRP plus extra revenue for the channels.

Reports in the Economic times disclose that while the spot rates for prime time serials average between 60 to 70 thousands per 10 secs. those for reality shows are between 1.2-1.5 lakhs and sometimes even higher. However for Bigg boss on Colors, the channel reportedly charged its associate sponsors between Rs. 2.5 cr and Rs. 2.8 Cr. Reports claim that reality shows are able to generate a mind blowing Rs. 2,500 - 3,500 cr. of business from advertising revenue. A 10 second spot on any reality show of repute is said to be worth Rs. 4 lakh or even more.27
**Film Promotion through Reality Shows:**

A new trend of promoting movies on reality shows is increasingly becoming visible on the TV channels today. Movie stars are participating in reality shows or sometimes appearing as guests in reality shows for promoting their films. It ultimately is a win-win situation for the movie stars, reality shows and the audiences. While the stars get a ready platform to promote their movies, the associated reality shows register high TRPs and the audiences are ultimately entertained by both the shows and the stars.

The popularity of these shows is an added advantage to the marketers. By making the celebrities and hosts of the shows wear their apparel, jewelry and accessories and by ensuring that their name is distinctly mentioned at the end of the show, boutiques and other fashion houses get to display their collections to a wide audience at a low cost.

**5.11.5 Product Placement In TV Programmes:**

Product placement means the inclusion of, or reference to, a product or service within Cinema or a TV program in return for payment or other valuable consideration. The objective is to place products in TV programs without irritating the viewers and yet deliver the message.

As the small screen is getting bigger day by day, tele-serials have become the first choice of the marketer for in program placement. They find television to be a more economical as well as promising medium for effectively reaching out to target groups, as compared to other alternatives.

Formerly the commercial breaks were the moments to surf other TV channels. But creativity has no bars. It has resulted in in-program ads. The advertisers have found a safe & secured method of in programe advertising to convey their messages. Viewers don’t even realize that they are watching an advertisement during the programs but suddenly recall the brand as it is hidden in their subconscious mind.

Advertisers review the script and make necessary changes to place the brand appropriately to look like a natural phenomenon in the story. With the collaboration of the placement agency and the production house, brands are exposed to the target audience.

The placements during the program have better brand recall & association with mega program e.g. ICICI / Axis Bank’s cheques, Airtel / Idea ringtone in Kaun banega crorepati, idea ring tone is heard in most of the Balaji Tele Serials. Mahindra Scorpio is seen on Sony TV - CID programme. TV serial characters are shown using certain brands which
includes - detergent, confectionery, mobile phones & automobile products.

5.11.6 Use Of Humour In Tv Advertising:

(i) Introduction

According to David Ogilvy, owner of the advertising agency, 30% of advertising is based on humor.28

The word humor in an English dictionary translates to the quality of being amusing or comic but in advertising it means serious business.

Viewers find it difficult to recall so many ad. messages which are aired for 30-60 seconds on TV channels, therefore modern days the advertisers attempt to various gimmicks to capture the attention of the viewers and one such tactics is infusing humor in ads. A minor alteration of a phrase, a single facial expression or even a voice modulation helps to attract attention to a commercial.

Generally, humor takes a key place in ads of low interest and low value products such as FMCG. To illustrate, Fevicol has been one of those brands which has used humor so intelligently and enjoys high recall value. (Refer Advertisement Photo No. “8“)

(ii) Reasons for using the Humour by advertisers -

1) Humor needs no introduction. It has a global language. Humor is capable to seek the attention of all at once.
2) Indians have a liking for little bit of melodrama and exaggerated humor can create sensation if used wisely.
3) Humor is universally accepted tool that makes people think and smile at the same time. Great messages have been created using humor.

Humorous ads tend to generate laughter, the first time, they are viewed, but subsequently their impact slows down quite rapidly. Hence, ads with humorous content are replaced from time to time. e.g., advertisements of fevicol, menthos, feviquick, rotomac pen came out with various themes.

5.11.7 Comparative Advertising:

(i) Introduction:

Post liberalisation tech-savvy customers are exposed to thousands of products and services on TV. In such a scenario, it is important to allow them to compare and contrast
products of one brand with the other.

Comparative advertising is an advertising technique where the advertising message is about making comparisons about features like quality, price, delivery terms, services etc. of a company's products with the products of the same type belonging to competitors.

Many advertisement on TV showing comparisons include the goods like tooth paste, detergent powder, toiletries, shampoos etc.

(ii) **Legal Issues**:

With the rising importance of comparative advertising in India several legislations have come into force that have directed the advertisers to draft better ads strategies which do not demean the competitors.

According to the Indian law, the advertiser's freedom is restricted to discuss only the positive aspects of his product and not the negative aspects of the competitive products. Also any direct reference to the poor quality of the competitor's product is not allowed in the ads. Therefore comparison is made depicting a package without brand name on it & viewers can easily understand with which brand comparison is made.

5.11.8 **Use Of Hinglish**:

(i) **Meaning**:

Usage of combining Hindi and English words, in one sentence has become a trend in advertising. The use of Hinglish is more commonly seen in urban and semi-urban centers of India, but is slowly spreading its root into rural and remote areas via television and word of mouth.

The Amul ads were one of the first to use Hinglish to great effect; "Amul Big boss of makhans" or "Ek dum fit". The trend of using Hinglish is gaining prominence and emerging as a language most suited for Indian advertising.

(ii) **Growth**:

This highly popular mixing of both the languages in most parts of northern and central India has grown from the fact that English is a popular language of choice amongst the urban youth who finds itself comfortable in its usage. The advent of cable television and its pervasive growth has seen the masses exposed to a wide variety of programming from across the world.
English has enjoyed a special status in India because of the country’s colonial history. It is still the language of the government, the elite and media. It is also the only language that unites Indians in a country that has 14 official ones and more than 1,600 dialects.

The advent of the globalization and internet has strengthened English. India became clearly divided between those who knew English and those who didn’t. Although spoken in eight states and understood in all of them; Hindi films and their music ensured the spread of Hindi to all corners of the country. Hindi acquired slow & gradual acceptance.

A peculiar development in television programming in India had been the use of hybrid English –Hindi program formats, popularly called “Hinglish” formats, which offer programs in Hindi and English on the same channel and even have programs, including news shows, that use both languages within a single telecast. This takes advantage of the audience which is largely composed of middle class Indians who have knowledge of English along with Hindi.

Advertising soon followed the trend and started shifting from pure Hindi or English advertisements to Hindi with a few words of English used in it. e.g. the pepsi slogan “yeh dil maange more” (“ask for more”) while Coke relies on “life ho to aisi” (“life should be like that”). The predominant language in both, of course, is Hindi. This was recognition of the fact that to enter Indian markets the multinationals needed to use a language that bridged the linguistic divide.

The new trend of Hinglish is more suitable to the north-south linguistic divide in India. It has emerged as a social leveler. For the English-speaking elite it is a way to connect with the millions in the country that are not fluent in English. For the non-English speaker, using few English words is a way to cope up with the new trend.

Indian advertising in recent years has been projecting strong subcultural element in it. The previously neglected regional dialects have risen with a larger degree. Heavy local accent from Harayanvi, Bhojpuri or Punjabi are used in advertising.

Marketers have begun to understand that a larger number of the Indian population thinks in its mother tongue. Advertising agencies are no longer institutes of English speaking people. More and more people with regional language skills and insights are being hired for creating effective communication. So much so that the advertising agencies today use their multilingual knowledge and the regional media has become another sector using the knowledge of such personnel having broad language base.
Dubbing Original Advertisement In Regional Language:

(i)  Introduction

A country like India having many languages is a main hurdle to marketers to use common/uniform communication strategy.

It was a trend in the past to communicate the TV ad. messages either in English or in Hindi. However with the advent of satellite channels in India & its extention to diverse regions to tap maximum viewers, an innovative technique was introduced by marketers called dubbing of original advertisement into regional language advertisements. Here ads created in English or Hindi are translated into various regional languages and telecast in regional channels for the fact mentioned below.

As compared to the General Entertainment Channels (GEC) nationwide, the Regional Channels (RC) have a lower start up cost. The per episode spend for GEC can be as high as Rs. 25 lakh, while for a Regional Channels the spend usually varies between Rs. 20,000-30,000. Moreover, the tariffs charged by Regional Channels are very low when compared to the GECs. While a 10 second spot during prime time on Zee Marathi or Star Ananda would cost Rs. 3,000-4,000, it would be as high as Rs. 2-3 lakh on Star Plus. Thus, the regional channels have emerged as attractive propositions for the marketers. Maharashtra accounts for 13% of the regional market and 2.5% of the total advertising market.29

(ii) Benefits to Advertisers :

The trend of translating original advertisement in regional language begun in late 1990s and became very popular among advertisers due to the following benefits.

1. It is very economical because advertisement once made can be used for different regions just by dubbing it in different regional languages.
2. It is very convenient for viewers to understand the language they are comfortable with when communicated in regional channels as Hindi/English may not be understood by rural folks in India.
3. A diverse niche market is very well explored by marketers by translating commercials meant for a nation into regional languages in India.

(iii) Discrepancies -

Though regional language advertising is an integral part of a brands’ communication strategy of a marketer, to enter the local market, has failed due to following reasons :-
1. For instance - the advertisement depicting ‘Karvachauth’ being celebrated in the car (brand being chevrolet optra) when dubbed in Tamil language failed to communicate the message, because the custom though very popular in north india, is an alien concept in Tamil Nadu.

2. There are certain advertisements created believing that what works in Mumbai & Delhi, will work homogeneously all over nation. However, South India, Bengal, Assam etc. have different cultural sensibilities, marriage rituals & life styles. Therefore, badly dubbed advertisements into local language sound unreal.

3. Certain celebrities did not have nationwide fame. Therefore brands endorsed by such celebrities have not fetched the expected response from different regions.

To overcome the above shortcomings of lingual translation of advertisements, recent trend followed by advertisers is conceptualisation of commercial developed in local language.

At present advertisers believe that every market in India viz. North, South, East & West should be treated as a separate market & to serve these markets, customized advertising is created respecting the local sensibility, customs and culture.

Leo Burnett national creative director, K.V. Sridhar points out, “As we learned not to run American ads and to create local stuff in Hindi, we need to learn to further localize the advertising by conceiving & creating in local languages. Hindification itself was a recent phenomenon & sooner or later, there will come a time when we will make 20 commercials for 20 different markets in India.”

5.11.10 Informercial Advertising:

(i) Introduction:

Commercials on TV with detailed information & demonstration of product is called infomercials. In Post globalisation era, Indian viewers encountered a new method of TV advertising called Informercials due to satellite channels and multiple foreign brands.

The first infomercial was developed in the US, which was sometimes referred to as a Direct Response Television Advertisement (DRTV), which was of standard 60 to 120 seconds in length. However, the term infomercial actually describes program advertisements which, in the US, are typically 28 minutes and 30 seconds.

Informercials in India were first launched in mid 1990s by Telebrands India, a subsidiary of Telebrands Corporation, a leading teleshopping network based in the US.
Infomercials are being produced for TV—they are longer and provide much information to provoke consumers to action. Most infomercials are of half an hour duration and are highly effective for realationship marketing. They used to sell products successfully over the phone, refer consumers to retailers or send customers coupons or product information. Infomercial format has proven successful for certain groups of products like exercise equipment, weightloss and weight management programmes etc. (Annexure “12”) The sponsors provide a toll free number and ask the viewers to contact and order the product advertised. It is of long duration and with demonstration and testimony to encourage viewers to buy the product. They employ an attractive sale person or a trained artist who demonstrate the product perfectly and attracts the viewers to buy the product.

In India infomercials are telecasted in the late night or afternoon as it runs for almost 30 minutes. Currently along with foreign brands, domestic products are also advertised which includes, religious products like Shree-yantra, Rudraksh, Precious Stones, Aayurvedic medicines etc.

In the advertising format of the infomercial where the product is demonstrated, a number of legal issues have been raised. But the consumer protection law insists and recommends the consumer to thoroughly investigate the product before buying it.

According to the FTC rules, any infomercial of the duration of 15 minutes or longer has to disclose to the viewers that it is clearly a ‘paid advertisement’ for a particular product or service. This has to be disclosed at the beginning and end of the advertisement and before giving the details of the ordering procedure. Generally commercials are for short durations unlike infomercials which are for quite a long duration. It is likely that viewers may get confused with the infomercial as news/programmes endorsed by the channel, therefore to differentiate it from the regular commercials the word ‘paid advertisement’ is used.

To avoid any issues, some infomercial sponsors display disclaimers and warnings and help the viewers to contact local consumer agencies to report any questionable product aired as infomercials.
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HUL has always been using Hindi Filmstars as their brand ambassador for soap - Lux
“Surf” in its TV commercials using children extensively projecting positive values of helping others.
Commercial run by WHO (World Health Organisation) cautioning people of India about deadly disease of Swine flu.
A TV commercial of Idea cellular appealing to use mobile phones and save paper ending with a punch line ‘What an idea sirji’.
A Vodafone TV commercial showing pug and a girl ending with a punch line ‘Happy to Help’ was repeatatively run during IPL-I.
Worldwide appreciated TV commercial of Zoo-zoos, the creation of O&M for Vodafone latest marketing campaign launched during IPL-II.
A TV commercial of IPL-2009 depicting leading cricketers of various cricket teams participating in IPL.
The Fevicol advertisement campaign humorously using exaggeration that Fevicol has strong sticking capacity which can hold together large number of passengers as well as baggage for long time in a running vehicle.