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CHAPTER - 10

RECOMMENDATIONS

10.1 RECOMMENDATIONS FOR ADVERTISERS:

◆ As viewers have first preference to entertainment programme, commercial should be shown during such programmes for large viewership.
◆ To introduce one minute commercial break frequently during programmes so as to retain viewers without disturbing their entertainment time.
◆ To formulate a meaningful viewer-friendly advertising policy for healthy entertainment.
◆ The emotional and intellectual interests of TV viewers, be taken into consideration to avoid irritation.
◆ Internet though currently not preferred media has got potentials for advertisements in non-urban areas, if service is provided in regional (Marathi) language.
◆ In rural markets of Thane district unbranded productrs are largely sold at weekly bazar. It gives wide opportunities for companies to sell their branded products and services.
◆ Companies have to ascertain the needs of diversified market of Thane district especially rural and tribal consumers.
◆ For TAM-TRPs, Thane, a highly populous district should also be included.
◆ Tryvertising should be introduced in rural & tribal areas to create awareness & built confidence about the use & benefits of products among those consumes.
◆ More integration with other media is necessary in a fast technically developing industry. Along with traditional media, new media options should be used to have wide reach.
◆ More creativity in sponsoring of programmes is required to retain the viewers as viewers are no more loyal to one particular channel but they shift to a program of their liking on any channel.
◆ An advertising should not claim or promise any product performance or characteristics, which are not fully supported by laboratory research or consumer research or any other similar factual information.
◆ Advertisers must not make use of legal, yet dishonest methods to display their promises.
◆ Advertisements should not carry misleading price structure.
◆ Monopolistic approach like Roadblock strategy of advertising should be avoided & healthy competition should rule the market.
◆ To initiate a special TV channel meant for advertisement of different product/service
categories so that interested viewers can watch the ads of their need which in turn will get positive response.

10.2 RECOMMENDATIONS TO ADVERTISERS FOR CHILDREN:

- Ethics in advertising especially for children must be strictly observed regarding food & eatables.
- Advertisements promoting consumption of foods high in sugar, salt and saturated fat need to be reduced, especially during programs that are aimed at children.
- Advertisements of processed food which can affect the health of children should contain health protection messages like "should be consumed in moderation" or "should not be consumed instead of a balanced meal".
- Food items high in sugar content should display health warnings like "can lead to tooth decay, obesity and health problems in adult life".
- Balanced diets should be keenly promoted through advertising. Children's advertising should carry messages related to public health and well-being as approved by government policies.
- Popular cartoon characters, celebrities and sports stars should not be used to endorse junk food and cold drink Products meant for children.
- Unnecessary use of children in TV ad should be avoided.

10.3 RECOMMENDATIONS FOR AD AGENCIES:

- To refrain viewers from swapping the channels, more creative and innovative ads should be created.
- Commercials conveying message with a social welfare element is always appreciated & should be continued.
- Indianisation / localisation of theme in advertising would help in connecting the brand with the viewers.
- Exaggeration & Tall claims should be avoided so as to make the advertisements acceptable & believable.
- Alongwith written text of caution note in advertisement for children, voice over is also required for proper understanding of advertising in regional (Marathi language) as many children may not be able to read either English or Hindi.

10.4 RECOMMENDATIONS FOR GOVERNMENT:

- Alongwith DD codes for advertisers, a special Act for TV advertising should be
enacted providing comprehensive rules & regulations.

- Govt. should introduce a special channel for rural & tribal people of Thane Dist. where in commercials as well as social advertisement can be shown for creating awareness among masses.
- As viewers largely depend on government to regulate TV advertising, an independent administrative machinery be created for censorship of TV advertising.

10.5 RECOMMENDATIONS FOR DOORDARSHAN

It is found from the responses that viewers, advertisers and advertising agencies don’t prefer DD when compared with other channels. Therefore to regain the viewership DD should -

1. Incorporate professional way of working.
2. Alongwith educational and social messages, entertainment must be given prime importance.
3. Production and marketing of program should be privatised to improve quality and viewership of program
4. Efficiency and economy should be introduced in its operational aspect.