CHAPTER-2
SOCIAL ADVERTISING -
A THEORETICAL PERSPECTIVE

Chapter Abstract

This chapter discusses meaning, features and classification of social advertising in detail. It also discusses the appeals and models for social advertising. It gives an overview of impact of social advertising on society and business as well.
SOCIAL ADVERTISING - A THEORETICAL PERSPECTIVE

Social Advertising refers to those advertising efforts which are done as a part of social responsibility by entities such as advertising agencies, Government, NGOs as well as other business organizations. The main objective behind this advertising is to spread social consciousness among the masses and promote important social issues which generally go unnoticed. Such advertisements may range from being subtle to direct, and practical to ironic. Today social advertising has become very popular and is considered to be one of the most effective means to create social awareness and bring about a change/shift in the mindset of the people.

Many government and non-government organizations working for the welfare of society need media to communicate with people. They place advertisements in media to promote social issues and bring about positive behavioral changes among the masses. This type of advertising is called social advertising. Commercial advertisements promote products and services while social advertisements have some other purpose. Advertisement related to social issues like family planning, HIV/AIDS, female foeticide, child education, sex determination and many other come under this category.

According to Philip Kotler, “Social Change Campaign is an organized effort conducted by one group (the change agent), which intends to persuade others (the target adopters) to accept, modify or abandon certain ideas, attitudes, practices and behaviour.”

According to Thomas Garbett, “Social/Public Service advertising is that kind of advertising, either government or association sponsored, which promotes causes and activities generally accepted as desirable. By its nature, public service advertising is usually non-controversial. It may, then, be paid or sponsored by the media without charge. Most importantly, it is associated with “good works” about which there is consensus.”

2.1 FEATURES OF SOCIAL ADVERTISING

Social Advertising persuades an audience to take a specific action or adopt a particular viewpoint on a cause or social issue.

- It is persuasive: It argues a clear point of view and makes you want to do (or not do) something.
- It is entertaining: It engages the audience with a variety of media, such as narration, text, interviews, photographs, dramatizations, or music and holds your interest.
- It is based on facts: It uses and cites data from reliable sources and does not rely on rumors or unsupported opinions.
- It has a clear and realistic message: It is something that one can immediately go out and do or take a stand on.
- It uses concise Language.

### 2.1.2 DIFFERENCE BETWEEN COMMERCIAL & SOCIAL ADVERTISING

<table>
<thead>
<tr>
<th>Commercial Advertising</th>
<th>Social Advertising</th>
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<tbody>
<tr>
<td>The results of commercial advertising can be relatively well-measurable, e.g. by finding out the sale results of promoted product.</td>
<td>The results of social advertising are difficult to find out. The effectiveness of social advertising spots, such as those against racism or domestic violence, is to determine much more difficult.</td>
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<tr>
<td>Commercial advertising agencies let charge really high sum of money for their services,</td>
<td>The Social advertising is often carried out for free. It is sponsored by or for a charitable institution or civic group or religious or political organization</td>
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<tr>
<td>Commercial advertisements are made to sell a brand.</td>
<td>Social advertisements are the advertisements which are made on social issues or for public awareness.</td>
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<tr>
<td>The commercial advertising objectives reflect and are necessarily a part of the marketing objectives.</td>
<td>Social advertising is not necessarily a part of social marketing, though in some cases it may be just one of the many aspects of social marketing.</td>
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<tr>
<td>Commercial advertising is privately accountable.</td>
<td>Social advertising is accountable to public.</td>
</tr>
<tr>
<td>Commercial advertising is done to make profits.</td>
<td>Social advertising is to do good for the society.</td>
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### 2.1.3 HISTORY OF SOCIAL ADVERTISING

Campaigns for social change are not a new phenomenon. They have been waged from time immemorial. In Ancient Greece and Rome campaigns were launched to free the slaves. In England during the Industrial Revolution, campaigns were mounted to abolish debtor prisons, grant voting rights to women and abolish child labour. Colonial America was also the scene of numerous campaigns. In 1721, Cotton Mather sought to convince the citizens of Boston, in what was then the Massachusetts Bay Colony, to accept inoculations to ward off a small pox epidemic. James Madison, Alexander Hamilton and others published the Federalist Papers after the 1787 Constitutional Convention to win public acceptance of the new US constitution. American social campaigns in nineteenth century included the abolition movement; the temperance and prohibition movements and a movement to have the federal government regulate the quality of food and drugs.

Though these are social change campaigns and strictly not social advertising campaigns, use of certain degree of social advertising is inevitable in bringing about the desired change. In India too, the socio-religious reform movements in different parts of our country during the nineteenth century, to overcome the outdated practices of dowry, sati and devdasi, prevention of female infanticide and awareness about education to women are all examples of campaigns with social motives. Various social reformers like Raja Rammohan Roy, Dayanand Saraswati, Swami Vivekanand and their institutions have used such campaigns to create a social awakening. Lokmanya Tilak, Lala Lajpat Rai, Bipin Chandra Pal and many other extremist leaders, of the nationalist movement, launched their revolt against the British reign in the twentieth Century through tools of social advertising like newspapers, periodicals and public gatherings. Social advertising is aimed at creating awareness among the masses, inform and educate them about socially relevant issues and in that sense even Satyagraha and public meetings through which Mahatma Gandhi addressed the nation were the early forms of social advertising.

In recent times, social change campaigns have focused on health reforms (antismoking, prevention of drug abuse, nutrition and physical fitness), environmental reforms (safe water, clean air, preservation of national parks and forests and protection of wildlife), educational reforms (to increase adult literacy, to improve public schools and to provide scholarships for needy students) and economic reforms (to revitalise older industrial cities; boost job skills and training and attract foreign investors).
countries, such as Sweden, Canada and Australia, have launched vigorous campaigns to reduce smoking and alcoholic consumption, encourage safe driving and protect the environment. In some cases, these countries have been more effective in their social change campaigns than United States. Developing countries, such as the Philippines, Indonesia and China, conduct forceful social campaigns to inoculate children against viruses; to make widespread use of oral rehydration therapies; and to promote family planning, literacy and healthful diets.

Thus, it can be concluded that though it is difficult to pinpoint exact date of origin of social advertising, it has existed since time immemorial.

2.2 CLASSIFICATION OF SOCIAL ADVERTISING

Social advertisements have become a mainstay of advertising scene and all media carry multiple social advertisements. Social advertising can be differentiated on the basis of the issues they focus on, the media on which they are run and the languages in which they are conducted.

*Sponsor:* One of the most common ways of classifying social advertising is on the basis of the advertiser. In India often government and its various ministries run social advertising at national level to address issues such as awareness against disasters, promotion of Indian tourism and payment of Income Tax. In fact, government had been the leading advertiser in terms of volume for the years 2006 and 2007. Local units of state governments such as Mumbai Police uses advertising for alerting citizens against terrorism, while Municipal Corporation of Greater Mumbai (MCGM) urges people through advertising to keep the city clean. Non-profit organisations such as Cancer Patients Aid Association (CPAA) run advertising for early detection and prevention of cancer. Media is the advertiser when television channel, Aaj Tak seeks public support for issues such as eve-teasing and second hand smoke. Companies are regular advertisers; Maruti Udyog had launched advertisements for inculcating safe driving practices among people.

*Objectives of the advertising campaign:* On the basis of the objectives that social advertising intends to achieve, it can be classified into awareness oriented and action oriented campaigns. Some social advertisements are aimed at just informing the audience about a matter such as government informing the audience about a new power plant it has set up for facilitating power supply through social advertisements in media.
While social advertising by NGO, working for orphans, would expect a concrete action from the audience such as sponsoring a child's education.

**Nature of change expected by social advertising:** Social advertising may be classified on the basis of the change or the difference that they intend to bring about. The changes can be in attitude, behaviour and sometimes even both. These changes could vary on the basis of time they take; some could be achieved on immediate basis while others may take time to ensue. Further, these changes may be obvious and easily visible and sometimes they may actually take place but may not be visible. Social advertising waged against discrimination, suffered by AIDS patients at work, aim to bring attitudinal changes among the general people. Here the purpose of advertisement is to create awareness about the issue and the change expected is in the attitude of the audience. Moreover the expected attitudinal change may take considerable time to sink in and even if the change takes place it may not be visible at all. On the other hand, there is social advertising aimed at bringing about changes in the audience's behaviour. Social advertising appealing audience, to use seat belts while driving, is a visible change that can be brought about in a short time, especially if the system involves penalising the offenders.

**Time frame:** On the basis of time frame social advertising can be classified into time bound social advertising and social advertising without any specific time frame. The popular Pulse Polio drive is conducted on specific dates and as such appeals parents to bring their children for the oral polio vaccinations on the prescribed dates. The advertisements by tax authorities for paying service or income tax want their audience to file their tax returns before the deadlines. While social advertisements for donating eyes or organs do not have any time frame. In case the audience is convinced with the idea of donating they can complete the formalities for donation as per their wish.

**Relevance in terms of duration or event:** In certain cases social advertising are relevant only for a particular duration or event and later it seems meaningless. Social advertisements based on fund raising for earthquake victims, in a particular village, will have relevance only for few days or months after the earthquake. Social advertisements on long distance trains introduced by railway ministry, during festive seasons, will not hold any relevance after the season is over. Whereas, appeal to plant more trees or save water will perhaps never cease its relevance as it is not connected to any event.
**Target audience:** Social advertising can be classified on the basis of the target audience they are meant for. There are social advertisements that are targeted towards a specific segment of the society such as anti tobacco advertisements that are specifically targeted towards smokers. Whereas some social advertisements are pervasive in their appeal and do not target any specific audience like fostering brotherhood.

**Geographic area covered:** On the basis of the geographical area social advertising can be classified into local, regional, national and international. Some social advertisements are limited in their scope and their applicability is limited to a particular locality. A hospital organising health camp for people from specific locality will restrict its advertisement to the locality only. A state government advertises about employment schemes for people only belonging to its state. The health ministry of India promoting social advertisements, against consumption of tobacco products in public places, are applicable nationwide. The United Nations promoting advertisement against terrorism has an international appeal.

**Independent social advertising versus social advertising as a part of social marketing:** Social advertising can be a part of social marketing and in such case is expected to function as per the role assigned to it under social marketing. In India to tackle the AIDS epidemic, social marketing adopts various approaches, such as distributing free condoms, providing treatment to the patients at subsidized rates and conducting lectures on sex education for youth. Along with all these, AIDS related social advertising is also promoted in keeping with the need of the entire social marketing effort aimed at fighting AIDS. On the other hand there are social advertisements conducted on issues independently like eve-teasing and domestic violence just to create awareness that may not be part of social marketing.

**Paid versus free social advertising:** On the basis of the money involved in running social advertisements, social advertising can be categorised as in free or paidup advertisements. Some social advertising, because of their noble cause, may enjoy contributions from different quarters, like advertising agency providing creative service for free and media allotting free space or slots. In some cases social advertisements can be conducted by paying for the services undertaken exactly in the same manner in which commercial advertisements are run. The professional advertising agency is hired to create advertisements and media is paid for the number of slots or spaces utilised.

**Direct versus indirect benefits:** Social advertising can be classified on the basis of the beneficiaries likely to gain from social advertising. Certain social advertisements
bring benefit to the audience and in certain conditions it benefits some other party. The advertisements promoting regular check-ups for women above 40 years of age, for cancer detection/prevention are likely to benefit the women themselves who take up tests regularly. Whereas a charitable institution working for aged people seeks donations from the citizens that will benefit the inmates of the institution and will not bring any direct benefit to the donors. Thus, social advertising can be classified in multiple ways. These social advertisements on the basis of issues they focus can be divided into four categories:- Social advertisements on health, Social advertisements on national integration, Social advertisements on agriculture, and Social advertisements on women.

**Division of social advertisements on the basis of issues**

<table>
<thead>
<tr>
<th>Social Advertisements on Health</th>
<th>Social Advertisements on Agriculture</th>
<th>Social Advertisements on National Development</th>
<th>Social Advertisements on Women Issues</th>
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<tbody>
<tr>
<td>Dengue</td>
<td>Farmer’s Loan</td>
<td>Growing Tree</td>
<td>Sanitation</td>
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<tr>
<td>Women Empowerment</td>
<td>Regarding Pesticides</td>
<td>Adult Education</td>
<td>Women Equality</td>
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<tr>
<td>Smoking</td>
<td>Farmer education</td>
<td>Child Education</td>
<td>Mother feeding</td>
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<tr>
<td>Swine Flu</td>
<td>How to use Fertilizers</td>
<td>Rural Development</td>
<td>Breast Cancer</td>
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<tr>
<td>HIV / AIDS</td>
<td>Rural centers for seeds and fertilizers by govt. agencies</td>
<td>Keep society clean</td>
<td>Pregnancy</td>
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<tr>
<td>Don’t drink and drive</td>
<td>Farmer house facilities</td>
<td>Vote</td>
<td>Health and Calcium</td>
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<tr>
<td>Anti-Alcohol</td>
<td>Farmer Loan for tractors</td>
<td>Payment of Tax</td>
<td>Regarding Self help groups (Job welfare)</td>
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<tr>
<td>Cancer</td>
<td>Providing incentives for farmers</td>
<td>Census</td>
<td>Don’t kill girl child</td>
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<td>Polio</td>
<td>Seeds manure</td>
<td>Pollution</td>
<td>Welfare Program</td>
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<tr>
<td>Typhoid</td>
<td></td>
<td>Family Planning</td>
<td>Use of Iodine salt</td>
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<tr>
<td>Thalassemia</td>
<td></td>
<td>Wear Helmet</td>
<td>Women education</td>
</tr>
<tr>
<td>Drinking and smoking</td>
<td></td>
<td>Avoid Plastic</td>
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<tr>
<td>Family Planning</td>
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<tr>
<td>Malaria</td>
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<tr>
<td>Iodine salt</td>
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<tr>
<td>Immunization for kids in govt. Hospital (Radio)</td>
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*Relation of social advertising to the advertiser's line of product or service:* This classification is applicable to social advertising campaigns that are run by business organisations such as manufacturers or service providers apart from government and nongovernmental organisations. The contribution to the cause is the cost of obtaining objectives of goodwill, high employee morale and enhanced corporate and brand image, though in certain cases the organisations also seem to make higher sales and increase their market share by taking advantage of social cause advertising. The social advertising conducted by such advertisers basically falls in two categories, issues connected in some way to the line of product or service they manufacture/provide and
the issues not connected in any way to their line of business. Car manufacturers promoting use of seatbelts and liquor manufacturers creating awareness about drunken driving are social advertisements associated with the advertisers businesses. In some cases the advertisers adopt a social cause not associated with their line of business, either out of genuine concern or out of profit motive. For example a manufacturing organisation conducting social advertising to raise awareness on female feticide or child abuse will be benefited by way of goodwill only without any material gain. But an organisation appealing to audience to buy the company's brands because the profit from sales will be used for a noble cause is actually trying to use the social cause as a peg to motivate the socially aware customer to buy the brand and show their support. The organisation in such cases stands to gain a positive image amongst its audience as well as make monetary benefits by riding on the social issue. Idea Cellular’s campaign of Use Mobile Save Paper and Tata Tea’s Jaago Re campaign are the best examples of using social messages in the products.

2.3 MODELS OF ADVERTISING

There are many models (primarily, AIDA and Lavidge and Steiner's Hierarchy of Effects Model) to understand what response advertising can evoke from target audience. All of these models assume that the buyer passes through a cognitive (learn), affective (feel), and conative/behavioural (do) stage, in that order. In these models we assume that the buyer has a high involvement with the product category and passes through a "learn-feel-do" sequence. These models describe the stages individuals go through when making a purchase, or consumption decision. Advertising cannot induce immediate behavioural response; rather a series of mental effects must occur with the fulfillment at each stage before progress to the next stage is possible. Promotional activities are designed to move the potential buyer through the stages. The models provide the means of analyzing promotional activities.

AIDA

The AIDA Model was presented by Elmo Lewis to explain how personal selling works. It is one of a number of models that analyse the customers’ journey from ignorance of a product/service to its purchase. AIDA is an acronym for attention, interest, desire, action. The stages- Attention, Interest Desire, and Action, form a linear
hierarchy. It demonstrates that consumers must be aware of a product's existence, be interested enough to pay attention to the product's features/benefits and have a desire to benefit from the product's offerings. Action, the fourth stage, would come as a natural result of movement through the first three stages. This model can be applied in social advertising also. In social service advertising, a social message is presented before the audience, the attention is grabbed and interest is developed to know everything about the message and in the third stage the audience decides to accept or follow the message and in the last stage they adopt the message.

AIDA is a sequential model showing steps that marketing communications should lead potential buyers through. Promotion seeks to Attract attention, Create interest, Develop desire, and Prompt action. The first stage is cognitive - it involves thinking, the next two stages are affective - they are about feelings, the last stage is conative - it is about action.

Specific characteristics of these four stages are discussed below.

1. **Attention**
   - Grab the attention of the audience.
   - Establish awareness about the idea.
   - At this stage, advertising is the key ingredient in the promotional mix.
   - The promotional objective at this stage is to get the idea seen and talked about.

2. **Interest**
   - Create and stimulate audience interest.
   - This is achieved by creating an understanding of the benefits of the advertising message in relation to the needs of the customer.
   - At this stage, the promotional message focuses on how the idea meets these needs.

3. **Desire**
   - Create desire.
   - Induce a favorable attitude to the message.
4. Action

- To prompt customer action.
- The action sought is for the customer to accept the message in day to day life.

Take the example of polio drops advertisement, earlier people did not take much interest to go to polio booth and provide vaccination to children but when the advertisement appeared, people came to know about the need of polio drops vaccination. Firstly attention was grabbed from people and by following all stages i.e. interest and desire, people in large number finally went to polio booth with their children.

Lavidge and Steiner's Hierarchy of Effects Model

In this model, consumers pass through six stages. However, the stages are not the same in length of time and can occur simultaneously. For an innovative and expensive product, the process might take months; for impulse purchases, the stages can be completed in minutes. The effectiveness of promotion should be measured in terms of progress through the stages.

Among advertising theories, the hierarchy-of-effects model is predominant. It shows clear steps of how advertising works. Hierarchy-of-effects Model can be explained with the help of a pyramid. First the lower level objectives such as awareness, knowledge or comprehension are accomplished. Subsequent objectives may focus on moving prospects to higher levels in the pyramid to elicit desired behavioural responses such as associating feelings with the brand, trial, or regular use etc. It is easier to accomplish ad objectives located at the base of the pyramid than the ones towards the top. The percentage of prospective customers will decline as they move up the pyramid towards more action oriented objectives, such as regular brand use.

Stages in Lavidge and Steiner's Hierarchy of Effects Model

1. Awareness-Potential customers become aware of the existence of the product / idea / service.
2. Knowledge-Information about the features and benefits of the product/idea/service.
3. Liking-The development of a favourable attitude towards the product
4. Preference-The product is now the preferred choice of the customer
5. Conviction-The customer is now convinced that his preferred choice is right
6. Purchase-Preference and conviction translated into action
The first two stages are cognitive - they involve thinking, the next three stages are affective - they are about feelings, the last stage is conative - it is about action. The following figure shows various stages of Hierarchy-of-Effects Model.

```
Awareness
  ↓
Cognitive Stage  Knowledge
  ↓
       Liking
  ↓
Affective Stage  Preference
  ↓
       Conviction
  ↓
Conative Stage  Purchase
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Lavidge and Steiner believed that advertising has long term effects rather than immediate effects. But to move people to the action stage, there has to be shorter term action to build conviction.⁶

2.4 APPEALS IN SOCIAL ADVERTISING

One of the most critical decisions about creative strategy in advertising involves the choice of an appropriate appeal. As Creative advertising appeal for product is used to attract the consumer to buy a particular product similarly a nicely built advertising campaign with different approach is used to influence the feelings of people for an idea or service. The advertising agencies use different tricks and types of advertising appeals that influence the mind of the people targeted in a particular group. Through the use of different kind of appeals, advertising attempts to communicate and influence the behaviour of individuals. Some ads are designed with the objective to appeal to the rational and logical aspect of the people’s decision making process and others might try to evoke some desired emotional response. A vast amount of time, money and energy goes into the creative work of developing advertising appeals to influence the behavior of people. Developing advertising appeals is a challenging task. It is typically the responsibility of creative people in the advertising agency.

Advertising appeals aim to influence the people in a way to create social awareness and bring about a change / shift in the mind sets of people. The message conveyed through advertising appeals influences the decisions of public. Advertising
uses appeals as a way of persuading people for necessary development. There are different types of appeals used in social advertising- Rational, Emotional and Moral.

**Rational appeals:** The advertisement ‘use condom for safer sex’ gives individuals a rational reason to use the condom.

**Emotional appeal:** Emotional appeals attempt to use negative and positive emotions that will motivate the behaviour. Emotions are those mental agitations or excited states of feeling which prompt people to accept the idea. Emotional appeals, unlike rational appeals, are not preceded by careful analysis of the pros and cons of adopting a particular behaviour. This relates to the customers’ social and/or psychological needs for a social idea. This appeal is so effective because many consumers’ motives for attitude change are emotional. Many advertisers believe that emotional appeal is the best appeal to change the individuals thinking. The Immunization advertisement appeals to parents and encourage them to immunize the child properly if they wish to see their children happy and comfortable.

**Humour Appeals:** Humour is one of the most common advertising appeals used by the advertisers. Humour appeals evoke the feelings of amusement and pleasure and thus help in attracting attention, creating a good mood. Humorous ads can be created by using an interesting and entertaining storyline. Humour is also reflected in the jingles, the satire and the buns used in the ads. It is used in many advertisements. It is an excellent tool to catch the viewers’ attention and help in achieving instant recall which can work well. The Condom Bindass Bol advertisement of use condoms is a strong element of humour.

**Fear Appeal:** It also comes under emotional appeal because fear is also an emotion. Fear is also an important factor that can have an incredible influence on individuals. Fear is often used in social marketing campaigns. The advertisement tries to show the negative consequences, if the individual fails to adopt it. This creates fear in their minds and persuades them to follow. The Polio advertisement says- ‘any child can get the polio disease, so go to polio booth and vaccinate the child to avoid the disease.

**Music Appeal:** Music can be used as types of advertising appeals as it has a certain intrinsic value and can help in increasing the persuasiveness of the advertisement. It can also help catch attention and increase customer recall. In Respect Nation advertisement, one of the old social advertisements, National anthem is played in background music in a very attractive manner. It shows that we should respect our national anthem in a standing position.
Statistics Appeal: Advertisements also use statistics and figures to display aspects of the idea in general. This is used to build confidence among the people to adopt the behaviour. For example, in the advertisements of stop female foeticide, ratio of girls and boys are presented in a very decent way to inform the people.

Celebrity Appeal: Famous celebrities are chosen to endorse the ad. The public gets attracted to see their favourite celebrity and tend to use the idea the celebrity is endorsing. For example, Amitabh Bachchan is seen promoting Pulse Polio Movement. Most of his fans would follow him and go to polio booth for polio vaccination.⁷

2.5 SOCIAL ADVERTISING AND ITS IMPACT

Impact on Society

According to Wikipedia, Social advertising could be depicted as “applying marketing and advertising principles to promote health and social issues and bringing about positive behavioural change. It is what non-profits organizations do”.

Social advertising is the first form of advertising that systematically influences so called historically “offline” dynamics such as recommendations by friends, peer-pressure and other forms of social influences. It can single-handedly transform any campaign into a religion. Social advertising is a mass media message designed to educate Indians to take part voluntarily in social activities.

In the current scenario, social advertisements have become tremendously important as indicators for social and economic progress. They enhance the direction of change in our values. They are made to basically make people aware of the societal values.

The importance of Social advertising has been realized in 1970’s in India and several researchers have contributed to increase the awareness of Social advertising. The advertising world is witnessing a sudden increase in advertisements with social messages. It is all about applying marketing and advertising principles to promote various social issues such as healthcare, wildlife protection, environment protection etc. Traditionally government and non-profit organizations have been engaged in promoting such issues. The scenario however has changed with many commercial organizations also initiating campaigns for social causes.⁷
How a Social Ad can help us change the world?

Organizations like UNICEF and USAid have used Social advertising for different purposes and with different rates of success all across the world. Social ads are a very important tool for social change. Social Marketing and Advertising is commonly used in UK, USA, Australia, Canada and Scandinavian countries, where fundraising and collaboration between companies and NGO happen every day. Not all the organizations are capable of designing a good Social advertising campaign that gathers awareness, ethic and information about the problem (AIDS, poverty, war, refugees or whatever). Many organizations are adopting to reach out to the greater masses in a way to change the way people think.

Social Advertising could be advertising with the use of a social environment to reach its target audience. It could also be advertising about social issues.

For an advertisement to be socially successful, it could be designed to educate or motivate target customers to undertake socially desirable actions. These are often meant for promoting any health and wellbeing issues, such as programs to educate and create awareness about drugs, diseases and other social issues.

Few well-known and successful social advertising campaigns in India

Polio Campaign: Mega star Amitabh Bachchan is elated that his angry young man act for the polio campaign has led to a decrease in the number of polio cases this year. Happy with the response to his polio campaign, the 73-year-old actor urged people to make India polio free. He has been serving as the goodwill ambassador for UNICEF, since a decade, in eradicating polio.
Sadly, the program failed to achieve its due goal and it was then that Mr. Amitabh Bachchan was made the face of this campaign. This took place in the year 2005 and by the year 2012 polio was long gone from our country, WHO even took India off the list of polio endemic countries. There is hardly a single case still existing. This tremendous success of the campaign can be highly credited to this superstar which brings us to the question, What is the role of an actor in promoting social causes?

According to UNICEF, only one case of polio was reported in India 2011, as against 41 cases 2010. In 2009, there were 741 cases of polio.

"I am happy and proud with the remarkable progress... we are close to eradicating polio in India. But despite all this, Polio still remains a threat. Everyone must continue to immunise their children up to five years," Mr. Bachchan said.

"The design and campaign team felt that we were too soft in our attitude. They wanted me to adopt the angry young man image that I had in films. And I told them if it works then I will do it. And I am happy that my scolding, shouting has worked in a better way," he said.

The only case of polio this year was reported from Howrah in West Bengal in January. Since then there have been no cases.

For the first time, polio endemic states like Uttar Pradesh and Bihar are concurrently free of polio for over a year. Both the states have not reported any case since April and September 2010 respectively.

"We are very close to eradicating polio in India. Now no child will be paralysed needlessly by polio. We must try to make polio history in India," Bachchan said.

Another actor who very actively participates in protests regarding the social backwardness our country faces, is Aamir Khan.

His association with 'Malnutrition Quit India', A program introduced by The President on 19th November 2012 was remarkable. The program aimed at abolishing malnutrition and its roots from our country. Malnutrition is very common in India as there is a lack of access to health services. It is one issue that has been in our society from a very long time and it is time that the ice is broken. It can either be a grand success or can come down in just official files and paperwork but nothing concrete.

There have been many other causes which were initiated by great stars but lost momentum with time. The Clean Yamuna Campaign is mention worthy in this regard. The cause and the campaign should actually connect with the people. It is true to say
that actors from the film industry are somewhere responsible in the success of such campaigns but only when there is the right energy in the right direction. It is agreeable that they hold a very important place in the hearts of the masses and hence including such actors in causes which help in uplifting the country is not entirely wrong. They play a very crucial role in such campaigns and its success. We all wish that in a few years’ time, Aamir Khan becomes the new Amitabh Bachchan and successfully finishes malnutrition to its very core.8

Athithi Devo Bhav Campaign

This was a pioneer initiative by Ministry of Tourism, Government of India. It is a nationwide campaign that aims at sensitizing key stakeholders towards tourists, through a process of training and orientation. The endeavor is to boost tourism in India, which in turn would act as a catalyst for India’s economic growth. It was a social awareness campaign aimed at providing the inbound tourist a sense of being welcomed to the country. The campaign targets the general public as a whole, while focusing mainly on the stakeholders of the tourism industry. The key objective of the campaign was creating awareness, leading to a behavioural shift-sensitising people to the need to behave responsibly towards tourists, national monuments and our rich heritage and culture. Given the objective of awareness and behavioural change, it was imperative that the audience be involved. Simple broadcasting the message to the audience was not sufficient. “Guest is God” is a prominent part of Indian culture. This was translated into the tag line of the brand campaign “Athithi Devo Bhavah” (Guest is God).

It was found that the key audience where there was a need to drive a behavioral change is the youth. This was because the incidence of graffiti on monuments, eve teasing, molestation etc. was highest in the age group of 18-30 years. Having zeroed down on this target group, the campaign then looked at the activities that this audience is involved in the digital space.

Aamir Khan was roped in as the brand ambassador of the campaign. As a brand ambassador, Aamir Khan has taken up the task of promoting the rich cultural heritage of India and ways to preserve and enhance it. He tried to instill the right attitude inside Indians and make them implement the true concept of “Guest is God”. The famous bollywood actor Aamir Khan has worked without a remuneration.9
Impact on business

Today most marketers include some type of social advertising tactics in their kit. A survey done on advertisers helped us to gather some proper insight on the tactics used by them and even finding out the most effective ones.

Some of the trends will help in measuring the interests and utilization of social advertising. Some of the responses by the marketers and agency professionals are as laid down. Optimism is always bursting and teeming up in social advertising. Of those who responded, 60% have declared that social advertising will be very valuable. Another 32% agreed social advertising to be valuable keeping aside the level of satisfaction with past efforts. Business firms are found to provide a positive response regarding use of social advertising. They consider it successful or worthy of investment with only a 1% not being satisfied with the impact. Different brands have showed different outcomes in their objectives of social advertising. The current most common outcome being 17 percent showing support product introductions and other announcements. 13 percent do so to engage their existing customers. 12 percent drive traffic to an online destination, while another 12 percent use social advertising for increasing their size of community which includes friends, fans and followers. Towards the bottom, an interesting 9 percent three-way draw among generating leads/building database, gaining feedback and intelligence and selling products. The least of 4 percent use either for shift sentiment or generating video views.

On being asked how frequently these companies have used Social advertising for their marketing and advertising campaigns, 38 percent declared that they do so always and another 34 percent use these platforms frequently. A 5 percent of them rarely use these components.

For most of the companies social advertising has become an integral part of campaign planning with 70 percent agreeing to use Social advertising along with the rest of the campaign. Tying at 12 percent, companies declared to have used it after the rest of the campaign is planned and even before the campaign is planned.

There are two parts here that need to work in tandem to make the magic happen. One is the client who wants to broadcast a social message and the other is the advertising agency that is going to prepare the campaign for dissemination. Much of what goes on air is a commercial proposition for the advertising agency. It is when it opts to prepare the campaign gratis or at discounted rates that it becomes a CSR initiative.
Going back to over a decade, advertising guru Alyque Padamsee, who is currently chairman, London Institute of Personality Development says: “When I was with Lintas, we used to keep aside 1% of our profits to make public service advertisements. It was our way of giving back to society.” But now, it is the age of the multinational advertising agency in India, where profit is the driving force. Pro bono work is, therefore, on the backburner, he feels.

Many in the advertising world, feel this is so also because they have very thin margins to operate within today, compared to earlier. But there have been occasions. Ask Piyush Pandey, group president & national creative director, Ogilvy & Mather India (O&M), and he says: “We decide on a case-to-case basis, depending on what the message is. Sometimes when an NGO comes to us without a budget, we don’t charge for the creatives. But we usually ask for reimbursements of actual expenses incurred.”

Talking about the kind of social advertising that goes around, R Balakrishnan, national creative head, Lowe India says: “Most of these campaigns are made with a view to bag.”

Social service advertising is a topic of extreme importance to many people for many reasons. On one end, it serves as a vital communication tool for governments, private institutions, social groups, and in general, for people who care. On the other end, social service advertising helps people who may have problems or needs and provides them with a source of information and support. Because this type of advertising employs mass media, as well as many other communication sources, it can have very powerful social effects. Among these effects are: educating and informing; persuading and changing attitudes; and, training and behavior modification. When one considers that these effects may be in relation to life and death matters such as, AIDS, Cancer and drug abuse, the importance of social service advertising becomes overwhelming. In an age where social problems abound, even the greatest critics of advertising must agree that social service advertising is not only beneficial, but vital.
REFERENCES


