CHAPTER 1
CONCEPTUAL BACKGROUND

1.1 Basic concepts

1.1.1 Introduction to advertising

Though advertising is not a new issue to be discussed as it has been in existence since ancient time in varied forms. It has gone through major transformations and transitions which have resulted in change in its role and its character. The only variation which has occurred is it has changed its role, its character.
Advertising might be defined as any device which first arrests the attention of the passer by and then induces viewer to accept a mutually advantageous exchange.

Today it becomes necessary to discuss and take a thought on advertising because every individual today is surrounded by advertisement from morning till night, from loo to workplace; commercials follow a man everywhere from his bedroom on mobile phones to office to vacation time etc. Advertisements have found new ways and means to catch public attention like at ATM card outlets, on transport buses, on road side glow lights and signs, balloons, door drops, pamphlets, in shops as posters, in Doctors clinic etc are few to name them.

Advertising was identified in 1800 in Britain and elsewhere from acquiring commercial function to persuasive force. William also pondered on how their enormous power might be limited and resisted (William O Barr, 2008).

Advertising today has gone several transformations and has changed its role from being an informer to a guide to a persuader. Secondly, if we look into the present advertising world we could very easily conclude that today it is not at all confined to selling but it has started touching the vulnerable sections of society i.e. youth & kids. The backbone of every society is their future generation who shall take the reign of power tomorrow, misleading them means misleading the generation which leads to a misguided nation.

Advertising today has influenced youth lifestyle eating habits, ethics etc. It has influenced decision making by making youth conscious about latest electronics gadgets, branded outfits, eating habits, etc. Today it is seen that youth are highly dismayed by advertising. It is becoming an unethical practice
of advertisers to increase their intensity of exploiting consumers just to increase sales & profit.

Since advertising is no more a method to inform or create awareness rather it’s a trade or business. Without a set of ethical principles in place, chaos would reign supreme & social order would crumble. Similarly advertising world has to set a standard of ethical practices to survive & sustain with a level of credibility with the consumers and market.

Advertising has been charged against three levels:
“‘They sell us dreams, entrust us into confusing dreams with reality. They pander our desires for things that are bad for us; they manipulate us into wanting things we don’t really need’” (Geoffrey klemper 2004) When it comes to describing advertising or marketing campaign is sex appeal. It is noticeable when viewing the latest TV commercial for virgin flight that sex appeal must been a bold heading on their manifesto. Shameless & gratuitous, it targets those virile, imagination young men, who fantasize about taking an attracting & exquisitely dressed hostess to the mile high club. It was seen that virgin flights profit margin was considerable high.

It’s an era of internet which is so interactive & accessible; the boundaries of censorship, the allowance to breach boundaries have many brands leaving tantalizing hints or draw clear attention to x-rated version of the commercials.

Sex and the media’s amorous relationship continue to intensify. Young children enjoy pretending to be grown up on T.V., mobile phones; computers and laptops were once luxury commodities. Today these items are as regular in the household as cutlery. Many youngster & kids have their own separate rooms where access to programmed material on these media is easily available. The cruel cycle of industry & entertainment allows no room for the
consideration of parents trying to maintain the innocence & healthy naivety children used to have.

Advertising has always sold anxiety, and it certainly sells anxiety to the young. It’s always telling them they are losers unless they are cool. The internet, media of the millennium has become an effective tool for reaching young people. It offers marketers a medium that is huge part of youth culture with the added bonus that is unregulated with very little parental supervision.

The young & working population of India is the biggest factor for media and its growth in coming years between 2010-2030-India will add 241 million people in working age.

Thirdly, if we take a look at the level of exposure to media among youth & kids it is abundant. This segment of youth not only utilizes traditional medias (T.V, radio, magazine) they are also said to be reached by alternative medias which includes movies, print advtg. Or cable TV network, internet etc.

This age is open to risk and is willing to try anything and as a result marketers are willing to try innovative strategies. Some companies have also addressed youth as “trysumers” (consumers who are willing to try new products) of Indian market a group that can play a vital role in any marketing campaign.

Consumers are also trendsetters an attribute that has been accentuated by their growing purchase power. Youth always had the power of voice, but today they also have wallet power. They decide how they want to spend and what they want to spend on.

Youth have always been a prime target for marketers. More so in India as two third of the population is below 35 years of age. According to Mind Share Insight the research division of a member buying agency mind share, 65% or over 700 million Indians is younger than 35 years. This segment has an
influence on consumer spending for in excess of its numerical strength. Nine million people in the age group of 12-25 years from the top 35 cities (one million plus population) in India are the ones setting the trends and raising the inspirational value for one billion plus Indians. It was seen by mind share insights found that 54% of youngsters are earning while studying.

Youth in India aspire to international styled brands, such as Armani, but consider ethnic brand Fab India to be stylish too. They are comfortable grabbing a bite at Mac Donald but relish the Indian taste at Haldi Ram too. They are crazy for Harry Potter series and equally willing to mythological hero Hanuman. They are actually vigilant and regular viewer of MTV as well as Aastha too.

Many marketers are aggressively targeting that this tech savvy generation (youth). Electronic brands like LG Electronics is not directing its advertising spend mostly on young products such as laptop and mobile phones to position itself as:” youth Centre brand”.

Philips Electronics India Ltd is also on the same path. Luxury brands Like BMW India Private Limited that earlier focused on the well heeled have become youth conscious. The young generation is the wealthiest generation that India has ever had. Economic power of youth today has attracted all companies to target youth in advertising and they cross all cultural and social barriers to grab their attention. The youths are the early adopters of new media channels such as the Internet and the mobile.

Digital marketing currently allowing for Rs. 350 crore of the Rs. 22,700 crore advertising. Market is set to grow at 150% over the next three years. According to a joint study by Audit and Consulting firm Ernst and Young and industry the ways and means reaching the young are multiplying rapidly.
Though ample research has been done in this area but still there is scope to study an overall impact of advertising on youth specifically. The research on this topic becomes pertinent since 65% of Indian population comprises of youth today.

A sample tagline of ad is not a mere effort to misguide a segment of youngster but a major blow to the future as a nation. It is no more about selling products and services but a via media to develop and inculcate a new sense of lifestyle, habit, preferences, attitude which is not at all Indian and highly deviated from our own culture and traditions. Ads are not making youth brand conscious alone; rather they are conveying a message of egoism in place of altruism.

Fourthly, there is no sufficient literature available which could give a summary of legal framework available to check advertising in India context as a whole. No studies provided a complete relationship between the Indian advertisement world and type of laws available to create a boundary for ad industry, as we have in the case of film industry in the form of censor board. This vacuum has paved the path for the researcher to go for further research in this regard.

1.1.2 Meaning and Concept of Marketing

The objective of all business enterprises is to satisfy the needs and wants of the society and to sell out the products or commodities they manufacture or gather.

Marketing is, therefore, a basic function of all business firms. When a salesperson sells washing machines, a doctor treats a patient or a Government asks people to take their children for getting polio drops, each is marketing something to the target audience. In other words we can say that all of them are actually communicating about a concept to the public.
Since early 1990s there has been a change in the thinking of businessman from product orientation to consumer orientation. Modern business concerns lay emphasis on ‘selling satisfaction’ and not merely on selling products. The activities have to be coordinated so as to develop the marketing mix, which provides maximum satisfaction to the customers. Marketing is more than a mere physical process of distributing goods and services. It is the process of discovering and translating consumer wants into products and services. It begins with the customer (by finding their needs) and ends with the customer (by satisfying their needs).

The scope of marketing can be understood in terms of functions that an entrepreneur has to perform. These include the following:

a. **Functions of exchange**: which include buying and assembling and selling?

b. **Functions of physical supply**: include transportation, storage and warehousing

c. **Functions of facilitation**: Product Planning and Development, Marketing Research, Standardisation, Grading, Packaging, Branding, Sales Promotion, Financing

The other important functions of marketing include: buying and assembling, selling, standardisation, packing, storing, transportation, promotion, pricing and risk bearing.

That means marketing includes all those activities carried on to transfer the goods from the manufacturers or producers to the consumers.

The components of marketing concept are as under:

a. **Satisfaction of Customers**: In the modern era, the customer is the focus of the organization. The organization should aim at producing those goods and services, which will lead to satisfaction of customers.
b. **Integrated marketing**: The functions of production, finance and marketing should be integrated to satisfy the needs and expectations of customers.

c. **Profitable sales volume**: Marketing is successful only when it is capable of maximizing profitable sales and achieves long-run customer satisfaction.

Since marketing is consumer oriented, it has a positive impact on the business firms. It enables the entrepreneurs to improve the quality of their goods and services. Marketing helps in improving the standard of living of the people by offering a wide variety of goods and services with freedom of choice, and by treating the customer as the most important person.

A large scale business can have its own formal marketing network, media campaigns, and sales force, but a small unit may have to depend totally on personal efforts and resources making it informal and flexible. Marketing makes or breaks a small enterprise.

An enterprise grows, stagnates, or perishes with the success or failure, as the case may be, of marketing. “Nirma” is an appropriate example of the success of small scale enterprise.

### 1.1.3 Different Definitions of Marketing

**Traditional definitions of marketing** -

The following definitions were approved by the American Marketing Association Board of Directors:

1. Marketing is the **social process** by which individuals and groups obtain what they need and want through creating and exchanging products and value with others (Kotler).

2. The right product, in the right place, at the right time, at the right price (Adcock).
Marketing focuses on the satisfaction of customer needs, wants and requirements. The philosophy of marketing needs to be owned by everyone from within the organization.

**New definitions of marketing**

So the American Marketing Association finally updated their definition of marketing to put a stronger emphasis on customer relationships.

The previous AMA definition of marketing, active since 1985, was: "Marketing is the process of planning and executing conception, pricing, promotion and distribution of goods, ideas and services to create exchanges that satisfy individual and organizational goals."

The new definition of marketing, unveiled at the AMA's Summer Educator's Conference in August is: "Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders."

Here’s the AMA’s stated rationale for the proposed changes:

1. The phrase “Marketing is an organization function” in the 2004 definition was seen to be too strongly associating marketing with a departmental “company silo.” Since it is limiting, we dropped the term “organizational function.”

2. The 2007 definition substitutes “Marketing is the activity, conducted by organizations and individuals,” which recognizes that marketing is an “action word.” That is, marketing is something that organizations (including both formal marketing departments and others in organizations), as well as individuals (e.g., entrepreneurs and consumers), engage in or do. Thus, the definition points out who (i.e. organizations and individuals) actually conducts (i.e. guides or directs) the activity called “marketing.”
3. The 2004 definition included the phrase “a set of processes,” but is ambiguous as to who is engaged in the processes. The 2007 definition substitutes “a set of institutions and processes,” which acknowledges that institutions such as manufacturers, wholesalers, retailers, and marketing research firms are an important part of marketing. The phrase “institutions and processes” implies that marketing systems such as channels of distribution are a part of marketing as are social processes (e.g., regulations and norms).

4. The 2007 definition maintains that organizations create, communicate, deliver, and exchange “market offerings that have value,” which clarifies what, specifically, is being created (i.e. market offerings).

5. The 2007 definition maintains that market offerings have value for “customers, clients, marketers, and society at large.” More recent definitions recognize the influence of marketing upon society.
1.1.4 Market segmentation

A market consists of large number of individual customers who differ in terms of their needs, preferences and buying capacity. Therefore, it becomes necessary to divide the total market into different segments or homogeneous customer groups. Such division is called market segmentation. They may have uniformity in employment patterns, educational qualifications, economic status, preferences, etc.

Market segmentation enables the entrepreneur to match his marketing efforts to the requirements of the target market. Instead of wasting his efforts in trying to sell to all types of customers, a small scale unit can focus his efforts on the segment most appropriate to its market. A market can be segmented on the basis of the following variables:

1. Geographical Segmentation: The characteristics of customers often differ across nations, states, regions cities or neighbourhoods. The entrepreneur can decide to operate in one or a few or all the geographic areas, but pay attention to differences in geographic needs and preferences.

2. Demographic Segmentation: Variables such as age, sex, family size, income, occupation, education, religion, race and nationality are widely used for market segmentation.

3. Psychological variables: Personality, life style, social class, etc. can also be used for market segmentation. For example, some products like pens, watches, cosmetics and briefcases are designed differently for common men and status seekers.

4. Behavioural Segmentation: Buyers are divided into groups on the basis of their Knowledge, attitude, use or response to a product. As a
philosophy, marketing is based on thinking about the business in terms of customer needs and their satisfaction.

1.1.5 Difference between marketing and selling

Marketing differs from selling because (in the words of Harvard Business School's emeritus professor of marketing Theodore C. Levitt) "Selling concerns itself with the tricks and techniques of getting people to exchange their cash for your product. It is not concerned with the values that the exchange is all about. And it does not, as marketing invariably does, view the entire business process as consisting of a tightly integrated effort to discover, create, arouse, and satisfy customer needs."

**Starting point → Focus → Means → Ends**

**Selling Concept**

Factory → Products → Selling and Promoting → Profits through sales volume

**Marketing Concept**

Market → Customer Needs → Coordinated marketing → Profits through customer satisfaction

**Table 1.1 Marketing vs selling**

<table>
<thead>
<tr>
<th>Marketing</th>
<th>Selling</th>
</tr>
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<tbody>
<tr>
<td>Focuses on Customer’s needs.</td>
<td>Focuses on seller’s needs.</td>
</tr>
<tr>
<td>Customer enjoys supreme importance.</td>
<td>Product enjoys supreme importance.</td>
</tr>
<tr>
<td>Converting customer’s needs into product.</td>
<td>Converting product into cash</td>
</tr>
<tr>
<td>Profits through customer satisfaction.</td>
<td>Profits through sales volume.</td>
</tr>
<tr>
<td>Emphasis is given on product planning and development to match products with the market.</td>
<td>Emphasis is placed on sale of products already produced.</td>
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<tr>
<td>Integrated approach to marketing is Practiced.</td>
<td>Fragmented approach to selling is practiced.</td>
</tr>
<tr>
<td>The principle of caveat vendor (let the seller beware) is followed.</td>
<td>The principle of caveat emptor (let the buyer beware) is followed.</td>
</tr>
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</table>

### 1.1.6 Marketing Mix

In order to cater to the requirements of identified market segment, an entrepreneur has to develop an appropriate marketing mix. Marketing mix is a systematic and balanced combination of the four inputs which constitute the core of a company’s marketing system – the product, the price structure, the promotional activities and the place or distribution system”. These are popularly known as “Four P’s” of marketing. An appropriate combination of these four variables will help to influence demand. The problem facing small firms is that they sometimes do not feel themselves capable of controlling each of the four variables in order to influence the demand. "Marketing mix" is a general phrase used to describe the different kinds of choices organizations have to make in the whole process of bringing a product or service to market. The 4 Ps is one way probably the best known way of defining the marketing mix, and was first expressed in 1960 by E J McCarthy.

A brief description of the four elements of marketing mix is as follows:-

**1. Product:** The first element of marketing mix is product. A Product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. Products include physical objects, services, events, persons, places, ideas or mixes of these. This
element involves decisions concerning product line, quality, design, brand name, label, after sales services, warranties, product range, etc. An appropriate combination of features and benefits by the small firm will provide the product with USP (unique selling proposition). This will enhance the customer loyalty in favour of its products.

2. **Price**: The second element is the price, which affects the volume of sales. It is one of the most difficult tasks of the marketing manager to fix the right price. The variables that significantly influence the price of a product are: demand of the product, cost, competition and government regulation. Pricing decisions have direct influence on the sales volume and profits of the firm. Price, therefore, is an important element of the marketing mix. Right price can be determined through pricing research and by adopting test-marketing techniques.

3. **Promotion**: Promotion refers to the various activities undertaken by the enterprise to communicate and promote its products to the target market. The different methods of promoting a product are through advertisement, personal selling, sales promotion and publicity.

4. **Place or Physical Distribution**: This is another key marketing mix tool, which stands for the various activities the company undertakes to make the product available to target customers. Place mix or delivery mix is the physical distribution of products at the right time and at the right place. It refers to finding out the best means of selling, sources of selling (wholesaler, retailers, and agents), inventory control, storage facility, location, Warehousing, transportation, etc. This includes decisions about the channels of distribution, which makes the product available to target customers at the
right time, at the right place and at the right price. By selecting wrong distribution channels or by using the ones it has traditionally used, a small firm could be depriving it of new market opportunities.

The 4Ps model is just one of many marketing mix lists that have been developed over the years. Amongst the other marketing mix models have been developed over the years is Boom and Bitner's 7Ps, sometimes called the extended marketing mix, which include the first 4 Ps, plus people, processes and physical layout decisions.

Another marketing mix approach is Lauterborn's 4Cs, which presents the elements of the marketing mix from the buyer's, rather than the seller's, perspective. It is made up of Customer needs and wants (the equivalent of product), Cost (price), Convenience (place) and Communication (promotion).

**Using the 4Ps Marketing Mix Model**

The marketing mix model can be used to decide how to take a new offer to market. It can also be used to test your existing marketing strategy.

1. Does it meet their needs? (product)
2. Will they find it where they shop? (place)
3. Will they consider it's priced favourably? (price)

In the past, this Traditional 5 P’s of Marketing served marketers well, but today’s environment requires a new set of 5 P’s of Marketing. The old 5 P’s were based upon a world dominated by stability, a fast growing economy and much less competitive environment. We need a new set of 5 P’s to help us succeed in a world where chaos has replaced stability, where the fast-growing economy has slowed and a global competitive environment demands even greater improvements in effectiveness and efficiency. The New 5 P’s of
Marketing include words that are more abstract and conceptual than the tangible hardware of the traditional 5 P’s. The new 5 P’s include Paradox, Perspective, Paradigm, Persuasion and Passion.

**What Are the New 5 P's?**

- Paradox
- Perspective
- Paradigm
- Persuasion
- Passion

### 1.1.7 Promotion Mix

**Definition of promotion mix**

A specific combination of promotional methods used for one product or a family of products.

Elements of promotion mix may include print or broadcast advertising, direct marketing, personal selling, displays, and/or merchandising. Integration of all the elements of promotion mix is necessary to meet the information requirements of all target customers. This simply means that the promotion mix is not designed to satisfy only the prospective buyer or only the regular buyer. Some elements of the mix may be aimed at the target customer who is unaware of the product, while others may be aimed at potential customers who are fully aware of the product and are likely to purchase it in near future.

**Components of Promotion Mix**

There are seven main elements in a promotional mix.

They are:

1. **Advertising**: Any paid form of non-personal communication through mass media about a service or product or an idea by a sponsor is called
advertising. It is done through non personal channels or media. Print advertisements, advertisements in Television, Radio, Billboard, Broachers and Catalogues, Direct mails, In-store display, motion pictures, emails, banner ads, web pages and posters are some of the examples of advertising. Paid promotion and presentation of goods, services, ideas by a sponsor comes under the advertisement.

2. Personal Selling: This is a process by which a person persuades the buyer to accept a product or a point of view or convince the buyer to take specific course of action through face to face contact. It is an act of helping and persuading through the use of oral presentation of products or services. Examples: Sales Meetings, sales presentations, sales training and incentive programs for intermediary sales people, samples and telemarketing etc. It can be of face-to-face or through telephonic conversation.

3. Publicity: Non-personal stimulation of demand for a product, service or business unit by generating commercially significant news about it in published media or obtaining favourable presentation of it on radio, television or stage. Unlike advertising, this form of promotion is not paid for by the sponsor. Thus, publicity is news carried in the mass media about an organization, its products, policies, actions, personnel etc. It can originate with the media or the marketer, and is published or broadcast at no charge for media space and time. Examples: Magazine and Newspaper articles/reports, radio and television presentations, charitable contributions, speeches, issue advertising, and seminars. Publicity can be favourable (positive) or unfavourable (Negative). The message is in the hands of media and not controlled by the organization/firm.

4. Sales promotion: is any activity that offers an incentive for a limited period
to obtain a desired response from the target audience or intermediaries which includes wholesalers and retailers. It stimulates consumer demand, market demand and improves product availability. Examples: Contests, product samples, Coupons, sweepstakes, rebates, tie-ins, self-liquidating premiums, trade shows, trade-ins, and exhibitions.

5. Corporate image: It is important to create a good image in the sight of general public as the Image of an organization is a crucial point in marketing. If the reputation of a company is bad, consumers are less willing to buy a product from this company as they would have been, if the company had a good image. In other words we can say that it is goodwill of business organization. A good will plays a crucial role in makingabusinesssuccessful.

6. Exhibitions: Exhibitions provide a chance to try the product by the customers. It is an avenue for the producers to get an instant response from the potential consumers of the products. These days’ exhibitions are usually seen in garments sector like silk fab, cotton fab, woollen fab, and handicrafts and electronics.

7. Direct Marketing: This method is reaching the customer without using the traditional channels of advertising such as radio, newspaper, television etc. This type of marketing reaches the targeted consumers with techniques such as promotional letters, street advertising, catalogue distribution, fliers etc.

1.1.8 Definition of advertising

In a layman’s language advertising is an activity or profession of producing advertisements for commercial products or services. It can also be known as an act or art of calling public attention to one's product, service, need, etc., especially by Paid announcements in newspapers and
magazines, over radio or television, on billboards, etc. Sometimes paid announcement was also known as advertisement. Advertising can be defined in different ways by different authors.

1. The non-personal communication of information usually paid for & usually persuasive in nature, about products (goods & services) or ideas by an identified sponsor through various media (Arenas’1996).

2. Any paid form of non-personal communication about an organisation, product, service, or idea from an identified sponsor (Belch & Belch, 1998).

3. Paid non-personal communication from an identified sponsor using mass media to persuade and influence an audience (Wells, Burnett, & Moriaty, 1998).

4. The element of the marketing communication mix that is non personal and paid for by an identified sponsor, & disseminated through mass channels of communication to promote the adoption of goods, services, person or ideas (Bearden, Ingram, & Lafarge, 1998).

5. An informative or persuasive message carried by a non personal medium & paid for by an identified sponsor whose organisation or product is identified in some way (Zikmund &D'amico, 1999).

The key elements in the above definition are:

**Any form**
Advertising can take any of the following forms of presentation. It could be a sign, symbol, illustration, verbal message, etc. Advertising can be in any form that best conveys the message.

**Non-personal**
This phrase distinguishes advertising from personal selling; as advertising is an indirect form of conveying messages.

**Goods, services or ideas**
Advertising promotes goods, services and ideas. It also promotes persons and parties, places and events as well as institutions.

**For Action**

This phrase denotes the action-oriented nature of advertising.

**Paid for**

Advertising is always paid for. It is not free. So it is distinguished from free publicity.

**By an Identified Sponsor**

People or groups who do not identify themselves do a lot of publicity and propaganda. In such cases a kind of manipulative or malicious intent is associated. However, in case of advertising no such intent is present as the sponsor is always identified; we always know who the advertiser is.

The first definition focuses on persuasive nature, second one on paid form of communication third one by Wells talks about reaching the mass audience, fourth one emphasizes on communication mix and highlights on the non personal medium. But all of them say that it is a paid form of communication by an identified sponsor to reach target audience.

**1.1.9 Roles of advertising**

**Is Advertising Information or Manipulation ?**

Within the field of economics, there are two divergent viewpoints about the role of advertising in the economy. One school of thought argues that advertising is a source of information for consumers who can use it to make more informed decisions in the market place. Seen this way, advertising is understood to increase market efficiency by providing information about alternatives.
Another school of thought famously put forward by Harvard economist John Kenneth Galbraith in *The Affluent Society* (1958), views advertising as manipulating the public by creating artificial needs and wants. Economists who follow this line of thinking see advertising as adding to cost and encouraging consumers to perceive new wants and desires and thus to redirect the allocation of their scarce resources toward buying highly advertised products.

Advertising has been called news, especially when it introduces a new product or gives new information about an existing one. However, most contemporary advertising does not introduce new products (nor does it provide much new information about older ones). Thus, to claim that advertising is news really pushes the point out of proportion. It may sometimes be "news," but most of the time it clearly is not. But is advertising propaganda?

**Advertising Is a Form of Mythmaking**

Consumer myths, marketplace mythology, and mythmaking are central concepts used by some advertising professors and advertising professionals today. Myths are more than entertaining little stories about gods, goddesses, and heroic characters. The universality of myths, the fact that the same myths recur across time and many cultures, suggests that they originate somewhere inside of us. Advertisers sell products by mythologizing them, by wrapping them in our dreams and fantasies. Advertising is not simply in the business of "selling soap". Advertising turns products into brands by mythologizing them by humanizing them and giving them distinct identities, personalities, and sensibilities that reflect our own. Advertising has discovered a powerful truth: Dreams sell McDonalds where a clown comes to play and everyone is happy is a fantasy. Coca-Cola blissful fellowship over a soft-drink is a dream.
Marlboro independence, strength, and companionship away from the strains of urban life are a fantasy. Mr. Clean a genie released from a bottle that cleans house for you lives in the world of advertising. The myths that advertising has created around these brands has transformed the ordinariness of hamburgers, soft drinks, cigarettes, and housework into powerful brands.

1.1.10 Purpose and Goals of Advertising

Advertising is just not for information, but for a purpose. This purpose is to motivate a desired action. People use advertising to achieve a variety of objectives. The broad functions are to inform, educate, and persuade. The subsidiary functions are to create awareness, change attitudes and generally to gain acceptability. In case of product and service advertising, the objective is to inform the consumers and generate demand. Institutional and ideas advertising are designed to create favourable attitude and acceptability. In case of product and service advertising, the objective is to inform the consumers and generate demand. Institutional and ideas advertising are designed to create a favourable attitude and acceptability. Thus, the functions/roles/purposes of advertising are many:

1. **Marketing**—Marketing is the strategic process in business that is used to satisfy consumer needs and wants through goods and services, to reach its target audiences, marketing use many tools of promotion. Also known as marketing communication, these tools include personal selling, sales promotion, public relations and of course, advertising. Advertising is the most widely used and most visible of promotional tools in marketing.

2. **Communication**—Advertising is a commercial form of mass communication. It transmits different types of marketing information and tries to match buyers and sellers in the market place. Advertising not only informs prospective
buyers, it also transforms the product by creating a personality for it. Using visuals, words, music, drama and lot of other things, advertising creates an image for the product that goes beyond mere facts.

3. **Economic role**- Advertising play an important role in the economy by helping the society to achieve abundance by informing and persuading people about products, services and goods. Advertising assists in the development of judgment on the part of consumers in their purchase practices.

4. **Social role**- Advertising plays a number of social roles. It informs us about new and improved products. Sometimes it tells us how to use certain products. It also helps us compare products and services.

5. **Improve sales**- Advertising can also be for winning back the lost consumers, by announcing some improvements, new schemes, attractive packages, or better quality of the product or services. It might be necessary to reduce prices to hold on the consumers against competition.

6. **Provide satisfaction**- A consumer buys a product or service for the satisfaction it provides. The interest is not in the product or service for itself, but in the satisfaction it provides. It can be psychological too. If one buys a soap which is advertised as the beauty soap of the stars, one knows very well that one cannot become a film star by using the soap or even acquire the complexion of the film star. The psychological satisfaction is of the self delusion that one uses the same toilet soap as a film star.

7. **Sells Lifestyle**- Advertising also sells lifestyle. This is very true of the advertisements of such products as pressure cookers or gas stoves. These might be described as conveniences products. Thus, advertising creates demands for the new products and hence creates a lifestyle.
8. **Provide Employment**—Without advertising, products and services could not be sold in sufficient quantities. Without sales, factories would close down causing unemployment. Thus advertising stimulates economy by providing employments to many people.

9. **Revenue for Media**—It is true that newspapers, periodicals and even the electronic media depend on advertising as a major source of revenue.

10. **Influences Public Opinion**—Advertising today has become a very powerful instrument for motivating public opinion and action.

1.2 **Global View of Advertising**
The emergence of global brands that is, of brands that are available in many or even most parts of the world makes it necessary for advertising to operate globally. Global advertising campaigns share many features with advertising in more restricted markets, but they also occasion some unique issues and solutions.

No one can travel to Africa, Asia, or Latin America and not be struck by the Western elements of urban life. The symbols of transnational culture - automobiles, advertising, supermarkets, shopping centres, hotels, fast food chains, credit cards, and Hollywood movies - give the feeling of being at home. Behind these tangible symbols are a corresponding set of values and attitudes about time, consumption, work relations, etc. Some believe global culture has resulted from gradual spontaneous processes that depended solely on technological innovations-increased international trade, global mass communications, jet travel. This "transnational culture" is a direct outcome of the internationalization of production and accumulation promoted through standardized development models and cultural forms.

The common theme of transnational culture is consumption. It seems that this trans-national advertising is one of the major reasons both for the spread of transnational culture and the breakdown of traditional cultures. Depicting the racy foreign lifestyles of a blond jetsetter in French or English, it associates Western products with modernity. That which is modern is good; that which is traditional is implicitly bad, impeding the march of progress. Transnational culture strives to eliminate local cultural variations.

But global culture is the incidental outcome of transnational marketing logic more than it is the result of a conscious strategy to subvert local cultures. It is marketing logic, for example, that created the "global advertising campaign", 

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one single advertising message used in all countries where the product is made or distributed. This global campaign is both more efficient and less expensive for a firm. Thus, before the intensification of violence in rural Guatemala, for example, farmers gathered around the only television set in their village to watch an advertisement for Revlon perfume showing a blonde woman strolling down Fifth Avenue in New York - the same advertisement shown in the U.S. and other countries.

Since an important characteristic of transnational culture is the speed and breadth with which it is transmitted, communications and information systems play an important role, permitting a message to be distributed globally through television series, news, magazines, comics, and films. The use of television to spread transnational culture is especially effective with consuming Coca-Cola, Nestle products, Marlboro, Maggi, Colgate or Revlon, Ivoirians are not only fulfilling unnecessary needs but also progressively relinquishing their authentic world outlook in favour of the transnational way of life illiterates.

The voice of fellow consumers continues to be strongly heard when it comes to the most trusted forms of advertising. Ninety two percent of consumers around the world say they trust earned media, such as word-of-mouth or recommendations from friends and family, above all other forms of advertising—an increase of 18 percent since 2007, according to a new study from Nielsen, a leading global provider of information and insights into what consumers watch and buy. Online consumer reviews are the second most trusted source of brand information and messaging, with 70 percent of global consumers surveyed online indicating they trust messages on this platform, an increase of 15 percent in four years. Nielsen’s Global Trust in Advertising Survey of more than 28,000 Internet respondents in 56 countries shows that
while nearly half of consumers around the world say they trust television (47%), magazine (47%) and newspaper ads (46%), confidence declined by 24 percent, 20 percent and 25 percent, respectively, between 2009 and 2011. Still, the majority of advertising dollars are spent on traditional or paid media, such as television. In 2011, overall global ad spend saw a seven percent increase over 2010, according to Nielsen’s most recent Global Ad View Pulse. This growth in spending was driven by a 10 percent increase in television advertising, with countries including the U.S. and China, attracting more advertising dollars versus the year prior. “Although television advertising will remain a primary way marketers connect with audiences due to its unmatched reach compared to other media, consumers around the world continue to see recommendations from friends and online consumer opinions as by far the most credible.

Figure No. 1.2.1 Showing Level of Trust on Advertising at Global Level
The above figure indicates the level and extent of trust people have in different forms of advertising. Majority of the masses trust on word of mouth publicity which is lead by opinion posted online with 70% votes. Editorial content gains 58% weight age in regards to trust. Ads on TV have 47% votes with 47% ads in magazine and outdoor advertising and 46% ads in newspaper. On the whole ads on all type of media leave equal amount of impact on the target audience. Banners and ads on mobile devices or text ads on mobile phones still need to gain and develop trust in the mind of the audience. The most popular media like Television, magazines, newspaper, radio, sponsorship still have around 50% trust among masses. This shows that still a major chunk of the population...
still relies on the established and conventional forms of advertising. Still, the majority of advertising dollars are spent on traditional or paid media, such as television. In 2011, overall global ad spend saw a seven percent increase over 2010, according to Nielsen’s most recent Global Ad View Pulse. This growth in spend was driven by a 10 percent increase in television advertising, with countries including the U.S. and China, attracting more advertising dollars versus the year prior. “While brand marketers increasingly seek to deploy more effective advertising strategies, Nielsen’s survey shows that the continued proliferation of media messages may be impacting how well they resonate with their intended audiences on various platforms,” said Randall Beard, global head, Advertiser Solutions at Nielsen. “Although television advertising will remain a primary way marketers connect with audiences due to its unmatched reach compared to other media, consumers around the world continue to see recommendations from friends and online consumer opinions as by far the most credible. As a result, successful brand advertisers will seek ways to better connect with consumers and leverage their good-will in the form of consumer feedback and experiences.”

Figure No. 1.2.2 Showing Level of relevancy when seeking information about products of want and need at global level
In the above figure, a study was done by the Nielson global trust in advertising survey in 2011 it was seen that 19 factors were taken to know the opinion of people when they were looking for information about products which they needed. Even today recommendation of known ones like friends, family and colleagues was the most reliable source of getting information. After that online feedback of people and branded websites was considered the next reliable source of getting relevant information. Advertisements on television, newspaper, magazines, radio and search engines got equal weight age in
relying information provided by them which was on the higher side in the
global arena too.

As marketers strive to reach consumers with effective ads, particularly in
today’s fragmented media environment, relevancy counts. One sure way to
boost advertising ROI is to ensure messaging resonates with audiences.

In addition to asking respondents to what extent they trust various forms of
advertising, the survey also examined which advertising and brand messaging
platforms are most relevant. By this measure, the survey found that relevancy
results often mirrored trust responses, indicating there is room for
improvement by marketers to make a more personal connection with
consumers. Highest reported relevance levels are found in media where the
consumer is actively seeking information, such as on branded websites, online
counter opinions, or solicited emails. On paid media platforms, global
consumer-rated relevance levels start around 50 percent and trend downwards.

Advertising as we know it today began during the last quarter of the nineteenth
century. If an advertising agent working on the account of a product such as
Quaker Oats cereal in about 1900 were to have been transported forward in
time to 1925, the challenges, choices, and risks he faced would have been in
many respects familiar. If the same agent had been transported backward to
1875 that could not be said. Advertising agencies were relatively unknown
then and those that existed had ill-defined responsibilities. The mix of
products for which they were placing advertisements was quite different from
that on the market at the turn of the century.

During the past century, large American manufacturers have played a leading
role in developing this craft, but in earlier years, leadership in terms of design
and creativity lay elsewhere. In the eighteenth century, Great Britain boasted
the most advanced advertising. Handbills and trade cards proclaiming in extravagant terms the excellence of sundry products and services were common. Among the items being sold, few if any caused more excitement than the New World itself. Signs and handbills touting its wonders were so ubiquitous in London that Richard Hofstadter has observed that America was conceived amidst "one of the first concerted and sustained advertising campaigns in the history of the modern world." Advertising was a well-established practice in the late colonial and early national periods in America, but these advertisements were neither as appealing to the eye nor as cleverly crafted as were their counterparts in England. There were advances in American advertising in the larger cities during the 1820s and 1830s with improvements in printing technology and a change in advertising philosophy. James Gordon Bennett, Sr.'s, New York Herald and other New York penny press newspapers prided themselves on speaking directly to the mass public in understandable and accessible terms, and they wanted their advertising to have the same appeal. In 1848, Bennett began changing the Herald's advertisements every day, making them news just like the editorial matter. The precursors of advertising agencies also date from this period. By the 1840s, Volney B. Palmer was listing his "coal and advertising" agency in New York City's business directory. The very description of the business-coal and advertising-illustrates how undifferentiated advertising was in those days. Modern advertising really began in the 1880s, when new methods of manufacturing led to greatly increased output and decreased costs for the producers of consumer goods.

Prior to the 1880s, the American marketing system had been characterized by an intricate set of wholesalers, jobbers, and other middlemen whose most
important function was to buy in large lots and sell in smaller ones. In this age, the wholesaler was king. But in the new era of the 1880s, the importance of the packaged goods manufacturer greatly increased. What manufacturers could package at their own plant, they could brand. What they could brand, they could advertise. What they could distribute nationally, they could advertise nationally. This, Daniel A. Pope has written, "necessitated the growth of advertising agencies and dictated their activities" and also "tipped the balance in advertising from information (however specious much of it had been) to persuasion."

As late as 1893, according to Pope, more than half of sample of over a hundred firms spending more than fifty thousand dollars annually on advertising were patent medicine manufacturers, whose advertisements were often of the "cancer cure" variety. His list of the largest national advertisers some twenty years later showed a sharp contrast. Most of these firms were not "medical messiahs" but manufacturers of food, consumer chemicals like soap and cosmetics, and consumer durables like automobiles and auto accessories. For these new firms, advertising served many purposes. A consumer might feel more loyalty to a heavily advertised brand like Coca-Cola than to a particular soda fountain and thus not patronize a fountain that did not carry Coca-Cola. For the consumer product marketer, advertising became the marketing analogy to assembly-line production techniques. It was systematized mass salesmanship, which became a key weapon in the arsenal of companies seeking to create and build brands. The most visible change in advertising in the past hundred years has resulted from the new technology of broadcasting. Initially, many thought that advertising over the "ether" would never be accepted by the public because it would constitute an obnoxious intrusion into the home of the owner of a radio set. And even if it did not
prove unacceptable on grounds of taste, many felt that radio advertising should be prohibited as a matter of public policy.

In the 1950s came television, which was commercialized in the United States to an exceptional degree. American advertisers had more minutes to telecast more commercial messages to more market segments (including children) than anywhere else in the world. Through television, advertisers could demonstrate the use of their product and present well-known figures to praise it. As had been the case with radio, those companies that first exploited the commercial potential of television reaped lavish rewards. Advertising has been heavily criticized on a variety of counts. Economists have charged that advertising distorts competition by raising barriers to the entry of new firms into an industry and by distracting the consumer from price. Sociologists have complained that advertising barges into the home with pseudo populist rhetoric ("We do it all for you") that in fact encourages a starkly materialistic approach to the world and promotes an ethos suggesting that what one possesses is more important than who one is. Indeed, much advertising copy conveys a message that, if not false, is not really true either. Consumer advocates have accused advertising of victimizing children too young to tell the difference between a sales pitch and disinterested advice, and they have assailed what they view as its offensiveness to the elderly, to minorities, and to women. Educators, journalists, and others have often voiced disapproval of advertising: a "torrent of mendacity, imbecility, and bilge" was how author Bernard De Voto characterized it some years ago. Among advertising's critics are the corporations that pay for it. Witness the following complaint: "I know that half of my advertising budget is wasted. The problem is that I don't know which half." This quip, attributed to John Wanamaker, Frank W. Woolworth,
and Lord Lever hulme among others, has gained a permanent place in advertising lore and illustrates the degree to which advertisers themselves, despite the vast sums spent on research, remain sceptical about how effective their advertising dollars really are. It is, however, worth noting that disingenuous as it often has been, advertising is first of all about persuasion. It has, therefore, been historically far less important in command economies than it has been in market economies. For all its many faults, relative freedom to advertise is an emblem of a more general economic and social freedom. Perhaps it is part of the price we pay for that freedom.

**1.2.1 International scenario**

International advertising entails dissemination of a commercial message to target audiences in more than one country. Target audiences differ from country to country in terms of how they perceive or interpret symbols or stimuli; respond to humor or emotional appeals, as well as in levels of literacy and languages spoken. How the advertising function is organized also varies. In some cases, multinational firms centralize advertising decisions and budgets and use the same or a limited number of agencies worldwide. In other cases, budgets are decentralized and placed in the hands of local subsidiaries, resulting in greater use of local advertising agencies.

International advertising can, therefore, be viewed as a communication process that takes place in multiple cultures that differ in terms of values, communication styles, and consumption patterns. International advertising is also a major force that both reflects social values, and propagates certain values worldwide.

In international markets the process of communicating to a target audience is more complex because communication takes place across multiple contexts,
which differ in terms of language, literacy, and other cultural factors. In addition, media differ in their effectiveness in carrying different appeals. A message may, therefore, not get through to the audience because of people's inability to understand it (due to literacy problems), because they misinterpret the message by attaching different meanings to the words or symbols used, or because they do not respond to the message due to a lack of income to purchase the advertised product. Media limitations also play a role in the failure of a communication to reach its intended audience. The process of communication in international markets involves a number of steps.

- First, the advertiser determines the appropriate message for the target audience.
- Next, the message is encoded so that it will be clearly understood in different cultural contexts.
- The message is then sent through media channels to the audience who then decodes and reacts to the message.
- At each stage in the process, cultural barriers may hamper effective transmission of the message and result in miscommunication.

In encoding a verbal message, care needs to be taken in translation. Numerous examples exist of translation problems with colloquial phrases. For example, when the American Dairy Association entered Mexico with its "Got Milk?" campaign, the Spanish translation read "Are You Lactating?" Low levels of literacy may result in the need to use visual symbols. Here again, pitfalls can arise due to differences in color association or perception. In many tropical countries, green is associated with danger and has negative connotations. Red, on the other hand, is associated with weddings and happiness in China.
Appeals to humour or sex also need to be treated with considerable care as their expression and effectiveness varies from one culture to another.

In addition to encoding the message so that it attracts the attention of the target audience and is interpreted correctly, advertisers need to select media channels that reach the intended target audience. For example, use of TV advertising may only reach a relatively select audience in certain countries. Equally, print media will not be effective where there are low levels of literacy. Certain media may also be more effective in certain cultures. For example, radio advertising has substantial appeal in South America where popular music is a key aspect of the local culture.

**International Advertising as a Business Practice**

International advertising can also be viewed as a business activity through which a firm attempts to inform target audiences in multiple countries about itself and its product or service offerings. In some cases the advertising message relates to the firm and its activities, i.e. its corporate image. In other cases, the message relates to a specific product or service marketed by the firm. In either case, the firm will use the services of an advertising agency to determine the appropriate message, advertising copy and make the media placement. An important issue in determining international advertising strategy is whether or not to develop a global or regional advertising campaign, or rather tailor communication to differences in local markets. If the purpose of advertising is to develop a strong corporate or global image, a uniform global campaign is more likely to be used. When, on the other hand, the objective is to launch a new product or brand, or to more clearly differentiate the product or brand from other competing brands or products, local campaigns tailored to local markets are more typical. A global campaign
offers a number of advantages. In the first place, it can be an important means of building a strong and coherent global image for the firm and/or its products worldwide. Use of the same image in different countries builds familiarity and generates synergies across world markets. It allows utilization of good ideas and creative talent (both of which are scarce commodities) on a worldwide basis. In addition, use of a single campaign provides substantial cost savings in copy development and production costs. Conversely, development of multiple local campaigns can lead to duplication of effort, result in inconsistent brand images across countries and confusion in consumers' minds with regard to the benefits offered by the brand and corporate image.

While use of uniform advertising appeals offers a number of advantages, differences in customer perceptions and response patterns across countries and cultures, as well as media availability and government regulation are major barriers to use of a standardized campaign. Faced with this dilemma, firms may use a global umbrella campaign combined with local country or product-specific advertising. The global umbrella campaign develops a uniform image for the company or brand worldwide. The objective of the umbrella campaign is to provide an integrating force, while local campaigns provide greater relevance to specific local customers and markets. The organizational structure of the firm often plays a key role in the choice of global vs. locally adapted campaigns. If international operations are organized on a country-by-country or geographic basis and operate as local profit centres with local advertising budgets, pressures exist for use of local advertising campaigns.

**International Advertising as an Industry**
The world advertising industry is characterized by a large number of small and medium sized advertising agencies that operate primarily in one country and by a small number of very large advertising agencies with operations in many countries. These agencies have developed extensive networks of offices throughout the world in order to coordinate the advertising process in all the countries where their clients do business. These networks often include both wholly-owned subsidiaries and formal relationships with local advertising agencies to establish a presence in new markets, particularly in emerging markets. In an effort to establish greater control over their advertising, many major advertisers are consolidating all their advertising with one agency. For some major advertisers such as IBM and Citibank, this represents annual advertising expenditures in excess of $500 million worldwide. As a consequence, advertising agencies that do not have a global network are at a serious disadvantage when competing for new advertising accounts or attempting to retain existing ones that are expanding globally. The majority of these large advertising agencies are headquartered in the US. Of the ten largest advertising agency groups, seven are headquartered in the US, and one each in the UK, France and Japan, although WPP, the British agency holding company, is made up of two large US-based agencies. With the exception of Dentsu, the Japanese agency, most other agency networks generate the majority of their revenues outside their home country. The largest agency group, Omnicom, places over $37 billion of advertising for its clients around the world and derives half its revenue from outside the US. US-based advertising agencies and their subsidiaries are responsible for most of the advertising throughout the world. For example, of the approximately $60 billion in advertising placed by the top 25 agency networks in Europe
during 1955, 89 percent of the total was placed by subsidiaries of US-based agencies. This general pattern holds in most parts of the world that do not have restrictions on foreign ownership. The major exception is Asia where the three major Japanese agencies account for 62 percent of the advertising placed by the top 25 agency networks. Worldwide over $400 billion is spent on advertising. Approximately half of that amount is spent in the US and the other half outside the US. The bulk of expenditure outside the US takes place in Europe and Japan, although Brazil, Canada, Mexico, and Australia are also important advertising markets. Outside of these markets, China is the next largest advertising market and is also growing rapidly. The US and Japan account for 65 percent of the total advertising spending in these markets and the top four European markets an additional 25 percent. Apart from Brazil, no other market accounts for more than two percent of the total spending. The concentration of spending in the US in part explains the dominance of US-based advertising agencies. Not only do they work for US-based clients that continue to expand outside the US, but also they accumulate knowledge and experience in the practice of advertising that can be applied elsewhere.

Once the advertising message has been created, a media plan must be developed and specific media vehicles purchased to deliver the message to the target audience. Media differ from country in their availability, effectiveness and efficiency in delivering a message, and, with relatively few exceptions, tend to be organized on a country-by-country basis. Notable exceptions include Star TV, MTV, and CNN in television, Business Week International, the Asia Wall Street Journal, the International Herald Tribune in print, and selected industry and medical publication that are read worldwide. There is
also a trend toward consolidation of media in order to achieve greater economies of scale and leverage content developed in one market to others. This consolidation facilitates purchase of media on a regional and global basis. In addition, the Internet is emerging as a truly global medium that does not conform to country boundaries.

**International Advertising as a Social Force**

In the view of the advertiser the primary objective of advertising is to sell products or services. In achieving this primary goal, there are often profound secondary consequences. Advertising exerts a formative influence whose character is both persuasive and pervasive. Through the selective reinforcement of certain social roles, language and values, it acts as an important force fashioning the cognitions and attitudes that underlie behaviour not only in the market place, but also in all aspects of life. In an international setting, advertising has an important social influence in a number of ways. First, much international advertising is designed to promote and introduce new products from one society into another. Often this results in radical change in life-styles, behaviour patterns of a society, stimulating for example the adoption of fast food, casual attire or hygiene and beauty products. International advertising also encourages desire for products from other countries, it creates expectations about “the good life”, and establishes new models of consumption. Advertising is thus a potent force for change, while selectively reinforcing certain values, life-styles and role models. Often the symbols, ideals and mores that international advertising portrays and promotes are those of Western society and culture. Through the reach of advertising, brands such as Levi’s, Nike, Marlboro and McDonalds are known by and have become objects of desire for teens and young adults throughout the world.
Similarly, images and scenes depicted in much international advertising are either Western in origin or reflect Western consumption behaviour and values. Even where adapted to local scenarios and role models, those shown often come from sectors of society, such as the upwardly mobile urban middle class, which embrace or are receptive to Western values and mores. Consequently, a criticism frequently levelled at international advertising is that it promulgates Western values and mores, notably from the US, in other countries. This is viewed particularly negatively in societies with strong religious or moral values, which run counter to those of the West as, for example, Islamic societies in the Middle East. When Western advertising depicts sexually explicit situations or shows women in situations considered as inappropriate or immoral, it is likely to be considered a subversive force undermining established cultural mores and values. Equally, in some countries such as France, there is a strong negative reaction to the imposition of US culture, values and use of English in advertising. Promotion of tobacco products by US and UK companies in countries where there is no legislation regulating or banning cigarette advertising has also been criticized. At the same time, international advertising also acts as an integrating force across national boundaries. It disseminates messages using universal symbols and slogans, and establishes a common mode of communication among target audiences in different parts of the world. At the same time, multicultural values are reinforced by advertisers, who adopt images incorporating peoples of different nations and diverse cultural backgrounds, as, for example, the United Colors of Benetton campaign or the British Airways "Peoples of the World" campaign. The impact of such campaigns is further reinforced by the growth of global media such as Star TV, CNN, MTV or print media that target global
audiences worldwide. Consequently, while, on the one hand, international advertising can be viewed as a colonizing force propagating Western values and mores throughout the world, it is also an important force integrating societies and establishing common bonds, universal symbols and models of communication among peoples in different parts of the globe.

1.2.2 Indian scenario

In India advertising dates back to the era of civilization, as of Harappa, Mohenjo-Daro which indicates names engraved on exquisite earthen, stone or metal works, which is comparable to the present trade mark system. Paintings or writings on wall indicating slogans or stone engravings indicate a form of advertising. The earliest forms of advertising were mostly used for religious purposes. That is, advertising was in the form of propaganda. To spread the teachings of Buddha, the emperor Asoka of Kalinga set up rock and pillar edicts all over the Indian Territory between 563 and 232 B.C. These rock and pillar edicts can be called the forerunners of poster advertising of today. Thus it was the outdoor advertising that came to light with the point of sale display in market places. The indoor visual communications were the wall paintings in the cave temples of Ajanta, Sanchi and Amraoti. Literally the Indian Advertising starts with the hawkers calling out their buyer’s right from the days when cities and markets first began. Till the advent of British rule in India, advertising was not taken for business purposes. The reasons were that India was the unique example of household industrial activities. At the time of British entry, India was in Village Economy stage where the relations between the producers and consumers were direct. The local markets were weekly and the producers displayed their wares by shouting and giving samples for promoting their trade. The skills of Indian artisans in the areas of textiles - silk
and cotton and metal works were all accepted and there was no need of any special effort of advertising. British settlement and ruling from 1600 onwards brought about certain changes in our country. British needed advertising efforts to popularize their goods, particularly the luxury goods. They made it possible through the print medium. The first printing press was brought by Portuguese in 1556, which was used exclusively for printing Christian literature. It was only in 1780 that the first Indian newspaper started, namely the 'Bengal Gazette' in Calcutta. By 1786, there were four weekly newspapers and a few monthlies published from Calcutta. It was in the 'Bengal Journal' that all the government advertisements were printed during that period in 1790, 'The Courier', published from Bombay during that period also contained advertisement in various Indian languages, namely Marathi, Gujarati, Konkani, Urdu and Kannada. In 1791, the government Gazette was started in which all the Government advertisements in different provincial languages were printed. Though the first newspaper in an Indian language was started in 1833, it took pretty longer time to put advertisements in Indian languages. There were no advertising agencies but the newspapers had provided the services of space selling. The origin of commercial advertising in India is relatively recent.

'B. Dattaram and Co.' was the first advertising agency promoted in the country in 1905. The growth of Indian advertising too has been slow with the pre-independence era. Only a few companies were engaged in the business of advertising on an unprofessional basis and had remained almost confined to the media buying services with very little creative work. Until the outbreak of the World War 1 (1914-1918), most of the advertising was planned and placed by the foreign manufacturers. During the First World War, the newspaper
circulation was increased as the people were interested in hot news of war affairs. During the post war period Indian market was flooded with foreign goods that gave a lot of spurt to newspaper advertising so that more and more space had been reserved for advertising. After the First World War, the Indian agencies failed because of the acute competition, mostly from the British and the American agencies. The Indian agencies had a tough time but could learn the importance of agency business as a rich source of employment and earnings. It made them to try the outdoor advertising media as many of the newspaper media were under the control of foreign agencies. In 1918, the first professionally managed modern advertising agency, 'Tats Publicity' was started by Lastromach a British army officer in Bombay, followed by D. Jekey More's operation in 1929 and the 'Thompson Advertising Agency' which started its operation in India in early 1930's. In fact, 1930's can be considered as the period of consolidation in the history of India advertising. The 'Swadeshi' movement made a turning point in the history of advertising in India as this movement had led to the increased appearance of advertisements in the country with a view to popularize India goods against the imported stuff. Indian advertising has had many changing faces. The pre independence advertisements were mostly about ladies goods, gents' clothes, travelling, restaurants and hotels and entertainments for the British people in India. Motor cars, electricity and lifts in houses were considered to be the items of luxuries in those periods. Many of the early advertisements were about hotels four wheelers, tea, gramophones, cotton goods, tailoring shops, etc., and their target audiences were the British people in India, the princely families and the people from the upper strata of the society. It is only after independence and the abolition of the princely order that a new -born middle class received attention
of advertisers. As against 14 Advertising agencies in 1914, there were 45 agencies in 1944, indicating over a threefold increase in the number of agencies. However, the gross annual media billing was just Rs. 5 crore. This indicates that the initial stages were marked by a slow growth of advertising agencies in the country. Among the reasons cited for such a sluggish growth were the unfavourable attitudes of companies towards advertising, limited market, slow pace of industrialization and lack of competition. The first full-fledged Indian advertising agency was set up in 1931. The increased competition demanded a thorough improvement in the quality of advertising work and services. To improve the art-work and copy illustration, Indian agencies used to send their employees abroad for special training. The All India Radio started telecasting various programmes in 1936. In 1939, the Indian and Eastern Newspaper Society was founded to protect and promote the legitimate interests of the newspapers and to deal collectively with the Government, agencies and the advertisers. In 1941, Indian Languages Newspapers Association was formed to deal with the problems of Indian language newspapers. By the end of World War II, the political and economic scene underwent a sweeping change. Consequently the scarcity conditions prevailing in the Indian economy gave much impetus to the growth and development of light and small industries. In 1945, the Association of Advertising Agencies of India (A.A.A.1) was formed to raise the standard of advertising and regulation of advertising practices through a code of conduct. In 1948 Audit Bureau of Circulations of India (A.B.C.1) was started on the lines of A.B.C of America. In 1952, The Indian society of Advertisers was formed to promote the interests of advertisers so as to raise the standard of Indian advertising. After independence, the Five Year Plans were implemented
and several factories and large-scale projects have emerged and this marked the beginning of the 'Golden Age' of advertising in India.

Advertisements in the Indian print media achieved a considerable importance only from the beginning of the Twentieth century. Educational development and the popularization of media had also contributed much to the expansion in the field of advertising in India. Advertisers' Club of Bombay was started in 1955 and such clubs had emerged later in all the metropolitan cities in India. The telecasting of programmes through TV had commenced in India on 15th September 1959 at Delhi. Besides these, there are some other forms of publicity used by the advertisers, which include the use of short films, slide shows, messages on the radio and in TV. TV advertising has become popular in India as it is abroad. Film Advertising has also attained popularity among the advertisers and the consumers alike in India to a large extent, as these could be exhibited through cinema theatres even in the remotest hamlets in the country by many advertisers. Radio Advertising has been introduced by the All-India Radio at Bombay from 1st November 1967. This pilot project was started with commercials being put over low power Vividh Bharati transmitters at Bombay, Poona and Nagpur it has gained a wide popularity among the traders and industrialists. The year 1976-77 was a turning point in the history of Indian advertising. It was in this year that the Doordarshan (DD) started accepting advertisements. Commercial advertising on television was introduced in a small way on 1st January 1976 and the revenue from commercial advertising has shot up at an astronomical rate, leading to a flooding of sponsored programmes and the opening of a second channel in Delhi and Bombay. The first burst of public sector advertising was in the 1980's but what catapulted the industry on to a higher plane was the landmark
launch of colour television on August 15th 1982. Colour printing in Newspapers and Magazines also brought about a new hue to their readability. To proclaim the serious role of advertising in competitive scenarios, the Advertising Standards Council of India (ASCI) was born. The 1980's also witnessed the first round of sponsored television programming. From a Rs.100 million Industry in 1955, to Rs.1600 million in 1978 and to a Rs. 50,000 million industry in 1999, the advertising industry has traversed a long way.

Satellite TV has ushered in epochal changes in entertainment in awareness of trends and lifestyles abroad. It has also dramatically expanded media options and influenced the styles and substances of advertising, which is now richer and stronger in imagery and emotional appeal. The economic liberalization of the past twelve years has created challenges as well as opportunities for advertising. Indian products and services face fierce competition, both nationally and internationally. International brand wars are now being played out on Indian turf. During the last cricket world cup - 2003, the television image of giant, Coke bottles being wheeled on to the pitch to serve cricketers "the official drink" was obliterated by that of cricket celebrities swilling Pepsi and wise cracking the Pepsi slogan "Nothing official about it". Market researches by various organizations have also been making spectacular strides in India. Hindustan Lever, the biggest marketing conglomerate of consumer goods in India, for instance, has pioneered the market research, particularly in rural India. Hindustan 'Thompson Associates (HTA) and Lintas perhaps lead the country in market research competence.

In 1994-95, the total Number of Advertising in India came to the turnover of Rs.775 crore, in which the DD's share was Rs. 400 crore. Out of these, Rs. 200 crore was advertised n the network and the satellite channels accounted for the remaining Rs.175 crore,
Consequent upon the Globalization; the Indian advertising firms have also been entering into the sphere of global tie-ups. The styles and the ways of presentation of advertisements have also been changing rapidly in India. Advertising on the Internet is also growing rapidly in India. India's online advertising revenues are expected to increase from $ 2.5 million in 1999 to $ 150 million in 2003. Many of the advertising agencies in India are splurging on the latest gizmos (note books, digital studios and media planning software). Computers and computer graphics have brought new power, versatility, speed and value to advertisement production in our country. Video editing is smarter, facile and swifter than ever before due to the use of computerized gadgets from the U.S by the Indian commercial advertisers. Advancements in printing technology and colour processing have enabled the Indian advertisers to bring out hi-fidelity advertisements of International standards in various magazines and periodicals. Even the behemoth Doordarshan has woken up to the market reality of fierce competition leading to a tie up with the CNN for the new channel. Some brilliant examples of timing and relevance of the history of Indian advertising In the recent past have been Ankhita Jhaveri, the child model, who made 'Rasna' a household name in the 1980's; Penny Vaz and Remo Fernandas as they echoed 'Yehi hai right choice" for 'Pepsi'; Circus artists modelling for 'Action Shoes', which was broadcasted just before the tele-serial 'Circus'; 'Britannia biscuits' advertising Amjad Khan just before the immortal lines of 'Sholay' film. The styles and ways of presentation of advertisements by various advertisers have changed drastically during the recent years. Sachin Tendulkar voraciously grabbing a 'Britannia Tiger biscuit' from an impish child, Mohammed Kaif sharing 'Lays potato chips' with film star Saif Ali Khan and guys like Harbhajan Singh. Rahul Dravid and Sourav
Ganguly playing jungle games with a lion in a 'Pepsi' advertisement have become the style of the day. The number of advertisers has grown quickly from just over 2000 in 1994 to a close of 5000 in 2002. At the same time, the number of companies generating 80 per cent of the TV revenues had fallen from 223 companies in 1994 to 173 in 2002. In other words, the number of advertisers has almost doubled during the last 8 years, while the percentage of companies accounting for 80 per cent of the total of Rs. 3900 crore, revenues has fallen from 11 per cent to 3.5 per cent during the same time.

On analyzing the history of the growth in the media advertisement expenditure in India from 1985 to 2003, it can be seen that the media advertising in our country has shown a steadily increasing trend from Rs. 580 crore in 1985 to Rs. 15000 crore in 2003.

Broadly speaking, the history of advertising might be divided into six periods or stages as follows:

a. Pre-printing period (prior to the Fifteenth century)

b. Early printing period (from the Fifteenth century to about 1840)

c. Period of expansion (from 1840 to 1900)

d. Period of consolidation (from 1900 to 1925)

e. Period of scientific development (from 1925 to 1945) and

f. Period of business and social integration (from 1945 to the present)

a. Pre-Printing Period

The 'Town crier' was the first means of supplementing sign advertising during the Pre-printing period. The 'criers' had charters from the Government and were often organized in a sort of union.

b. Early Printing Period
The invention of the printing press and the revival of learning meant much to business. It had led to the production of advertisements in large quantities for wide distribution.

c. **Period of Expansion**
   This period includes, roughly, the sixty years between 1840 and 1900. It was during these six decades that the great changes, which had a vital influence on the business of advertising, were witnessed in the United States. Advertisements were mostly handled by printers and publishers of newspapers, who used to sell advertisement space to procure necessary finances for their survival and growth.

d. **Period of Consolidation**
   This period stretches over a period of 25 years from 1900 to 1925. In 1911 a crusade against the ranker types of untruthfulness in advertising was launched in the United States”. Printers, Ink. Inc., the Curtis Publishing Company and other organizations led the fight to reduce or eliminate the use of gross exaggeration, false testimonials and other forms of misleading and untruthful advertising. The advent of Radio in 1920 marked a remarkable development in the advertising world.

e. **Period of Scientific Development**
   This period saw the application of the scientific methods to resolve the problems of advertising. Knowledge was systematized to a much greater degree than before; and facts were observed, recorded and classified through the application of various scientific devices. During this period of scientific development serious attention was given by many agencies and organizations to various methods for testing the sales effectiveness of advertising strategy, media and copy. This was a new philosophy in
the sense that it had meant subjecting the work of the creative man, the
tartist, the person who depended upon his own insights and intuition to
some kind of performance yardsticks.

f. **Period of Business and Social Integration**

The post war years were characterized by prosperity in advertising. In
the 1950s came television which developed fast to the advertising-
media. The growing popularity of T.V as an important media of mass
communication and recreation had contributed greatly in bringing about
this situation and had also provided the much needed momentum to the
advertising business.

1.2.3 **Indian advertising industry**

**Figure 1.2.3.1 Size of industry**

<table>
<thead>
<tr>
<th>Size of the INDUSTRY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television Current size: Rs 148 billion</td>
</tr>
<tr>
<td>Projected size by 2010: Rs 427 billion;</td>
</tr>
<tr>
<td>CAGR: 24%</td>
</tr>
<tr>
<td>Filmed entertainment :Current size: Rs</td>
</tr>
<tr>
<td>68 billion :Projected size by 2010: Rs</td>
</tr>
<tr>
<td>153 billion; CAGR: 18%</td>
</tr>
<tr>
<td>Print Media:Current size: Rs 109 billion</td>
</tr>
<tr>
<td>Projected size by 2010: Rs 195 billion;</td>
</tr>
<tr>
<td>CAGR: 12%</td>
</tr>
</tbody>
</table>

**Geographical distribution**

All the major cities in India

**Output per annum**

The Indian advertising industry is expected to grow by 13 % in 2010 to Rs 21,145 crore.

**Market Capitalization**

Market capital of around $5 billion.

The size of Indian Advertising Industry depends on the following factors and
industries.
Television Current size: Rs 148 billion Projected size by 2010: Rs 427 billion; CAGR: 24%
Filmed entertainment :Current size: Rs 68 billion :Projected size by 2010: Rs 153 billion; CAGR: 18%
Print Media: Current size: Rs 109 billion :Projected size by 2010: Rs 195 billion; CAGR: 12%
Radio: Current size: Rs 3 billion: Projected size by 2010: Rs 12 billion; CAGR: 32%.
Music Current size: Rs 7,000 million crore projected size by 2010: Rs 7,400 million; CAGR: 1%
Live entertainment :Current size: Rs 8,000 million, Projected size by 2010: Rs 18,000 million; CAGR: 18%
Out-of-home Advertising: Current size: 9000 million, Projected size by 2010: 17,500 million; CAGR: 14%.
Internet Advertising: Current size: Rs 1.6 Billion, Projected size by 2010: Rs 7.5 billion; CAGR: 50%.

The Indian advertising industry is flourishing business today. It has evolved from being a small-scale business to a full-fledged industry. It has emerged as one of the major industries and tertiary sectors and has broadened its horizons be it the creative aspect, the capital employed or the number of personnel involved. Indian advertising industry in very little time has carved a niche for itself and placed itself on the global map.

Indian advertising industry with an estimated value of 13,200-crore has made jaws drop and set eyeballs gazing with some astonishing pieces of work that it has given in the recent past. The creative minds that the Indian advertising
industry incorporates have come up with some mind-boggling concepts and work that can be termed as masterpieces in the field of advertising. Advertising agency in the country too has taken a leap. They have come a long way from being small and medium sized industries to becoming well known brands in the business. Mudra, Ogilvy and Mathew (O&M), Mccann Ericson, Rediffussion, Leo Burnett are some of the top agencies of the country. Indian economy is on a boom and the market is on a continuous trail of expansion. With the market gaining grounds Indian advertising has every reason to celebrate. Businesses are looking up to advertising as a tool to cash in on lucrative business opportunities. Growth in business has lead to a consecutive boom in the advertising industry as well. The Indian advertising today handles both national and international projects. This is primarily because of the reason that the industry offers a host of functions to its clients that include everything from start to finish that include client servicing, media planning, media buying, creative conceptualization, pre and post campaign analysis, market research, marketing, branding, and public relation services. Keeping in mind the current pace at which the Indian advertising industry is moving the industry is expected to witness a major boom in the times ahead. If the experts are to be believed then the industry in the coming times will form a major contribution to the GDP. With all this there is definitely no looking back for the Indian advertising industry that is all set to win accolades from the world over. The major role as advertising agency is to work alongside the clients to develop and sustain the brands that they mutually serve, through consumer understanding and insight and through creative and media delivery
skills to provide best advice and the best execution thereof to those clients for the advertising of those brands.

"Buildings age and become Dilapidated. Machines wear out. People die. But what live on are the brands."

Brands are much more than mere products and services. Brands, if successful, are clearly differentiated entities with which consumers can and do form a mutually beneficial relationship over time, because of the values - rational and emotional, physical and aesthetic that consumers derive from them. The importance can be summed up as follows:

"A product is something that is made, in a factory: a brand is something that is bought, by a customer. A competitor can copy a product; a brand is unique. A product can be quickly out-dated; a successful brand is timeless."

The role of advertising and the advertising agency is to help effect this transformation from product or service to brand by clearly positioning the offering to the consumer - its role and its benefits - and by communicating the brand's own personality. In short its role is to provide meaningful differentiation via the consumer connection. Thus, the advertising agencies plan, prepare and place ads in the media. But even an advertiser can do all these things. The management can do planning of ad campaigns. For preparing ads, creative personal can be hired. And the advertiser for placing the ads can buy media space or time.

1.3.1 Types of Advertising Agencies

Agencies can be classified by the range of services that they offer. Also, advertising agencies range in size from one man shows to large firms that
employ thousands of people. Accordingly, different types of advertising agencies are:
1. Full service agencies
2. Creative boutiques
3. In-house agencies
4. Specialized agencies
5. Media buying services

1. **Full-service agencies** - as the name implies, a full service agency is one that handles all phases of advertising process for its clients: it plan, creates, produces and places advertisements for its clients. In addition, it might provide other marketing services such as sales promotion, trade shows, exhibits, newsletters and annual reports. In short a full service agency will provide four major functions: account management, creative development and production, media planning and buying and research services. One major point that differentiates a full service agency from other is that the personal work full time and the services provide are extensive. The services usually provided by a full service agency include collecting and analyzing market data, proposing strategy, preparing and producing the ads, placing the ads in approved media, verifying the advertisements appearance (publication, broadcasting, etc), invoice the client, collect the bills and pay the media and other suppliers.

2. **Creative boutiques** - it is an organization that specializes in the actual creation of advertisements. In general, boutiques create imaginative and interesting advertising themes and produce innovative and original advertisements. A company that uses a creative boutique would have to
employ another agency to perform the planning, buying and administrative functions connected with advertising. Full service ad agency studies the product or service and determines its marketable characteristic and how it relates to the competition. At the same time the agency studies the potential market, possible distribution plans and likely advertising media. Following this, the agency makes a formal presentation to the client deadlines, it’s finding about the product and its recommendation for an advertising strategy. Creative boutiques are different from freelancers. Freelancers are individuals who work on their own without any formal attachment with any agency. Clients or agencies hire these from time to time. The clients also hire creative boutiques.

3. **In-house agencies**- such agencies are owned and supervised by advertisers or the client organizations. The organizational structure and functioning of in-house agencies are similar to full service agencies in most cases. The advertising director of the company usually heads an in-house agency. In house agencies are organized according to the needs and requirements of the company and are staffed accordingly. Some companies solely depend on their in-house agencies for their advertising needs. Others depend both on their in-house agency and outside agencies. Some other companies allow their agencies to take outside jobs.

4. **Specialized agencies**- there are many agencies, which take up only specialized advertising jobs. Certain fields like medicine, finance, outdoor advertising, social advertising, etc. require specialized knowledge. So there are agencies, which concentrate only on areas and
employ people with the required talents. These agencies are usually small in size.

5. **Media buying agencies** - it is an organization that specializes in buying radio and television time and reselling it to advertisers and advertising agencies. The services sells time to the advertisers, orders the spots on the various stations involved and monitors the stations to see if the ads actually run. This trend for special media buying agencies started in the 1970s. Such agencies have a lot of contacts in the media and offer very low commission on media rates. Media buying agencies complement the creative boutiques. Also large companies use their specialized negotiating talents for buying media space and time.

Like most big organizations, advertising agencies also deal with many disciplines. There is, thus defined division of labour. Most of the big agencies employ specialists who provide specific talents and expertise and do different functions.

### 1.3.2 Functions of Advertising Agencies

Today advertising agencies are found in virtually every major city on the world and their role in stimulating economic growth is solidly established. To understand advertising, we need to examine the functions of an Ad Agency. These are: -

a) **Talent & Creative productions:**

   This function involves processing the information collected from the client and through research and designing communication material in the form of advertisements and other publicity material. This also
includes planning creative strategies, copy or script writing, visualization, designing, layout, shooting of films, editing, giving music, etc.

b) Research: The second function of an Ad agency is research. In order to distribute the message to the public successfully, the agency must first know all that it can about the product. One of the first jobs is to research the product and the company, one must learn, one possibly can about both. Ad agencies use research as a tool to test consumer reactions to products and services.

c) Distribution & Media planning: The third important function of an ad agency is distribution. Here you decide what type of message you will create for the company and what media will be most helpful in sending this message to the public. On the basis of the media habits (access and exposure) of the target audience, agency people prepare a media plan. This plan includes which media to be used, which part of the media to be used, when to place the ads and for how long to place the ads, etc. Media planners keep track of the viewer ship, listener ship and readership of all kinds of media.

d) Monitoring Feedback: By monitoring consumer feedback, a decision on whether to revise the message, the medium, the target audience or all of them can be made. Ad agencies are developing to reach the target audience. As information is the backbone of all advertising, to prepare ads, one requires information about the product, its competitors, the market situation and trends, information about the audiences (their likes and dislikes and media habits) also need to be collected. Some of the most effective advertising includes advertisement written in their native
language. All of these specialized campaigns are creating new demands on agencies and are requiring new talents for people who work in advertising.

1.3.3 Major advertising agencies in India

Here is a quick sneak peek at the top ten advertising firms of India as of today.

1. **Ogilvy & Mather** is an international advertising, public relations and marketing agency established in 1948. This New-York based firm operates in 125 countries across the world, with its Indian operation centre Ogilvy Advertising in Mumbai. Ogilvy & Mather is the creative team behind India’s most successful and renowned brands such as Hutch (Vodafone), Cadbury, Asian Paints and Fevicol. The O&M network offers services to countless Fortune Global 500 companies across the world. Ogilvy Advertising continues to remain India’s number one advertising agency.

2. Popularly known as **JWT**, J Walter Thompson is headquartered in New York having offices in over 90 countries. It was set up in 1864 and even today, continues to create, innovate and define the world of communication in India. JWT has many feathers in its cap including Nestle, Cadbury, Bayer, Ford, Nokia and Unilever. Among its several accolades, JWT was recently proffered with the “Grand Prix” award at the 2008 Cannes Lions International Advertising Festival for the “Lead India” campaign.

3. Mumbai-based **Mudra Communication** was set up in 1980 with the aim of using the art of communication to express ideas that shape its brands. The Mudra team focuses on its consumers and their needs and experiences. Its four agency networks ensure a customized and
collaborative approach to create a brand experience for its clients. Mudra Communication has promoted famous brands like Neutrogena, HBO, Philips, Reliance Net Connect, Big Bazaar and Mary Kay in such a way that it creates a lasting impression in the hearts of its consumers.

4. **FCB Ulka Advertising Ltd.**, since its inception in 1961, has continued to be among the top 5 advertising agencies in India. This company’s aim has always been to create advertising that is noticeable and that is most relevant to the buyer, not the seller. Some of FCB Ulka’s successful ads include Tata Indicom, Whirlpool, Zee Cinema, Santoor, Sun feast and Amul, among others. FCB Ulka is considered as a turnaround specialist that indulges in more than just brand building.

5. **Rediffusion DY & R** is a Mumbai-based advertising agency that was set up in 1973. It focuses primarily on integrated PR services and media relations. This firm stands proud at number 5.

6. The tagline “Thanda Matlab Coca Cola” is the brainchild of one of India’s leading advertising agencies—**McCann Erickson India Ltd.** McCann Erickson was born out of a successful and profitable merger in 1930, and its offices in Australia, Southeast Asia, Latin America, Europe and India speak volumes about its advertising success till date. One of the many feathers in its cap is the famous brand line “For everything else, there’s MasterCard.”

7. **RK Swamy BBDO Advertising Ltd.** is one of India’s leading integrated communication services providers, which is committed to developing marketing solutions for its clients. Its focus—to offer intelligent, cost-effective and creative solutions—has led it to achieve a
remarkable double-digit growth in the past recession-hit period. R K Swamy BBDO is a subsidiary of the R K Swamy Hansa Group, which boasts of over 1000 employees and operations across India and the USA.

8. **Grey Worldwide (I) Pvt. Ltd.** is a Mumbai-based advertising agency specialized in providing effective advertising and marketing solutions. With offices in Delhi, Kolkata, Bangalore and Ahmedabad, Grey Worldwide India Pvt. Ltd. is part of the larger family called the Grey Global Group. Following are some of the brands that feature on Grey India’s noteworthy list of clients: Hero Honda, Maruti Suzuki, Nestle, Indian Oil, Ambuja Cement, UTV, P&G and Godrej.

9. The creative team of **Leo Burnett India Pvt. Ltd.** has, over the years, successfully offered consumers with powerful brand experiences using ads like McDonald’s, Heinz, Complan, Bajaj and HDFC, to name a few. A regular award winner at the Cannes festival, India’s Leo Burnett has been proclaimed as one of the most creative agencies of the country.

10. Since its inception in 1986, **Contract Advertising India Ltd.** has skillfully delivered successful results to its high-profile clientele including Tata Indicom, Religare, Asian Paints, Domino’s Pizza, SpiceJet, Samsonite and American Tourister. Contract Advertising India Ltd. is known for its one-of-a-kind specialty divisions that provide complete advertising solutions. These divisions include Design Sutra, i-Contract and Core Consulting.
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