CHAPTER 5
RESEARCHERS PERSPECTIVES

5.1 VISITS TO ADVERTISING AGENCIES

5.1.1. AGENCY: CARTWHEEL CREATIVE CONSULTANCY PVT. LTD.
CLIENT: RELIANCE COMMUNICATION

i. A few advertising agencies were called for the pitch and they were selected.

ii. They were given formulated questions, answers to which would form the brief for the campaign.

iii. A serious amount of planning goes into designing the media plan.

iv. The campaign takes about a couple of weeks.

v. One of the constraints of a celebrity brand ambassador is that the advertisements has to be shot as and when his schedule permits. Most celebrity brand ambassadors also want to be creatively involved.

vi. However, the ad-film maker has to go with the look that he is sporting for his feature film.

vii. They were of the opinion, that if celebrity can bring to the table what the brand image, then it is good proposition.

viii. When a consumer buys a brand, he goes with the charm and image projected and overall personality of the celebrity endorsing it. However, it is the case of good advertising versus bad advertising. A good advertisement with a well known personality will stand out in a clutter.
ix. Their rating in order of preference of media in terms of popularity and reach are:

   A. Television.
   B. Outdoor.
   C. Print.
   D. Radio.

x. As far as the masses are concerned, penetration of television is unparallel. Television enjoys the maximum reach to approach the entire population of the country.

xi. Today, the consumer is ready to experiment with various media.

xii. The population is cosmopolitan. It is extremely challenging to find a common message to appeal to such adversely segmented audience.

xiii. When it is a specific target audience, like a youth audience, the campaign planning becomes more focused and strategic.

xiv. India is today a very upwardly mobile market with majority of the population having a large purchasing power.

xv. For their ratings on the telecom industry, they refer to a website called Telecom Yatra.

xvi. Another challenge faced by the advertising agency is the adaptation of the advertisements in regional languages, which must also simultaneously appeal to their sensibilities.

xvii. For recruitment in the advertising agency, they make the applicants undergo a copy test.

xviii. The client is very demanding given the fierce competition in the telecom industry.

xix. The client does not approach the advertising agency with formulated ideas.

xx. The client is open to new ideas, fresh perspectives, innovative, open to change the look of the brand.

xxi. Approximately, the budget of the advertising campaign is 250 crores.

xxii. The client is very conscious of TRPs (Television Rating Points).
xxiii. It takes them about a month to design / create the average television based advertising campaign,

xxiv. They faced challenges working with celebrities- their schedules, availability, and finding the right way to make them fit with brand. In the mobile service industry, the challenge is to be fresh, as the marketplace is very dynamic and competitive.

xxv. The client is very smart in corporate communication.

xxvi. The client includes advertising as an integral part of corporate communication.

xxvii. They have been working with the client since the past four years.

xxviii. Advertising, in their opinion strongly contributes to increase in sales.

xxix. Some of their notable campaigns are Kotak Mahindra, Business Standard and United Stock Exchange.

5.1.2. AGENCY: CONCEPT COMMUNICATION

CLIENT: BHARAT SANCHAR NIGAM LIMITED (BSNL)

i. They handle the regional circle- the Maharashtra, Goa circle.

ii. On an all India level, there are five other agencies who handle the advertising of MTNL.

iii. They are open to new ideas to a certain extent.

iv. Their print budget is approximately 12 crores, radio about 2 crores and outdoor approximately 8 crores.

v. They don’t function in a very organized fashion; don’t have a concrete media plan.

vi. The advertising presentation is not very creative, more in news like fashion.

vii. They prefer readymade release rather than very original and innovative ones.
viii. Their advertisements are sometimes planned overnight, with not too much thought going into them.

ix. Generally, their campaign plan consists of six advertisements in a month.

x. The entire organization has a hierarchy, with a lot of interference from the top management.

xi. They do not give much importance to feedback received on the advertisements.

xii. They managed to add about 2.5 lakh new landline users in the Maharashtra, Goa circle, in the month that they introduced their all India plan.

xiii. For their wireless broadband internet, they managed to add 75000 in the first month of its connection.

xiv. 100 corporate clients took the package when the wireless broadband connection was announced.

xv. They insist on using their celebrity brand ambassador on each and every print release, even when it diminishes the message.

xvi. The advertising agency feels that they need an improvement in print advertisement output.

xvii. They had to lobby amongst six other agencies to get the account.

xviii. The service provider had no formulated ideas when they approached the advertising agency.

xix. They are quite open to the use of new perspectives and fresh approach to advertising their service.

xx. The approximate budget for the campaign is about 30-50 crores.

xxi. They are fairly conscious of TRPs (Television Rating Points).

xxii. It takes roughly about two weeks to one month to design / create the advertising campaign.
xxiii. The insights about their experiences are:

Campaigns created were changed most of the times, in terms of concepts and ideas. They need to consider more options of the way of looking at ideas than they do currently.

xxiv. The client is fairly smart in corporate communication.

xxv. They include advertising strongly in corporate communication.

xxvi. They have been handling their account since the past five years.

xxvii. Advertising has significantly contributed to sales.

xxviii. Their advertising work includes Bank of India, SBI and Orbit Communication.

5.1.3. AGENCY: SOBHAGYA ADVERTISING

CLIENT: MAHANAGAR TELEPHONE NIGAM LIMITED (MTNL)

i. The client had 20-30 agencies make a half hour presentation each to decide which agency would be handling their advertising campaign.

ii. For their broadband connection, there are about 4-6 agencies handling their advertising campaign.

iii. Some of the MTNL products include Dolphin, Garuda, and Trump.

iv. Other agencies also involved with their advertising campaign are RK Swamy, BBDO, Percept and Goldmine.

v. One of their innovative ideas is to have a combination plan with the landline.

vi. The media used for this campaign were press, outdoor, hoarding and bus shelters.

vii. The client gives them about a week to present their ideas and concepts.

viii. They also introduced the internet connection TRI-BAND, with the MTNL broadband.
ix. The client's policy is to stress more on outdoor and press than other media.

x. One of the major constraints is their very low budget.

xi. They don’t believe too much of media planning.

xii. Generally, they advertise in the same newspapers like Times of India and DNA.

xiii. They had tactical campaigns and promotional offers to launch their campaigns in Bangalore and Hyderabad.

xiv. One of the suggestions offered is to have the client servicing and creative team on the same side. They can convince each other and succeed in educating each other as to why and how of the advertising campaign.

xv. It is easier to deal with a private company, since MTNL being a government organization, there exists a lot of bureaucracy and red tapeism.

xvi. They insist on using their celebrity brand ambassador whether required or not.

xvii. Their visuals lack drama and their posters are very straightforward and simple.

xviii. They are not media savvy. They don’t believe in Public Relations (PR). They do not invest in sponsorships.

xix. Most of their cable lines are faulty and are not working.

xx. The client suffers from problems of being overstaffed and problems created from unions.

xxi. The consumers also face problems like long queues, poor customer service and lack of professionalism.

xxii. They need to focus on new media options like digital media and blogs.

xxiii. They did not approach the advertising agency with formulated ideas.

xxiv. The approximate budget for the campaign is about 30 crores.

xxv. It takes them about two weeks to one month to design/create the advertising campaign.
xxvi. Their experiences are:

On a few occasions the brief was altered after the first presentation requiring the advertising agency to start afresh.

xxvii. The client does include advertising strongly in corporate communication.

xxviii. They have been handling their advertising campaign for the last five years.

xxix. In their opinion, advertising does significantly contribute to sales.

xxx. The campaigns they have handled are State Bank of Travancore, Hindustan Petroleum, Dena bank and Rashtriya Chemicals.

5.1.4. AGENCY: LOWE LINTAS

CLIENT: IDEA CELLULAR

i. One of their popular advertising campaigns is the “Walk and Talk” campaign.

ii. During the Indian Premier League (IPL) cricket matches, they introduced the concept of “Ongli” cricket, playing cricket with your fingers.

iii. They shot 40 commercials, one idea for each day of the matches.

iv. They introduced various contests in which the contestants on winning get a unique opportunity to speak to the cricketers.

v. The popularity of this contest is shown by the fact that they received 80 lakh calls daily.

vi. They have designed a very popular campaign with a social service message. Their concept was find a problem- find out a solution.

vii. Some of their ideas were the caste system, education for all, etc. This campaign met with considerable success and was noticed by the majority of the population.
viii. IDEA CELLULAR belongs to the “Aditya Birla Group”.

ix. In an NDTV poll, conducted during the Indian Premier League matches across categories in their programme Brand track index, their campaign had the highest brand recall.

x. Their initial advertisement with the monkey running with the mobile around his neck enjoyed high visibility and gained popularity.

xi. Their social service message advertisements were clutter breaking.

xii. Initially IDEA was perceived as rural brand. But with social service advertisements, it appealed to the young target audience in the age group 18-25.

xiii. On an average, they design five to ten advertisements per month in 22-23 circles.

xiv. Television is their primary medium, followed by radio, newspapers and outdoor.

xv. Point-of-Purchase (POP) remains their silent salesman.

xvi. IDEA is one of their showcase accounts.

xvii. They were approached by the service provider to create the advertising campaign.

xviii. The service provider did not approach them with formulated ideas.

xix. Their client is quite open to new ideas, fresh perspectives, to change the look of the brand.

xx. The approximate budget for the advertising campaign is about 250 crores.

xxi. The client is extremely conscious of Television Rating points (TRPs).

xxii. It takes them about 2-3 months to design/create an advertising campaign.

xxiii. Their experiences while working on the advertising campaign are: It is high energy,
stressful at times but very fulfilling at the end of the campaign.

xxiv. The client is smart in corporate communication.

xxv. The client includes advertising strongly in corporate communication.

xxvi. They have been working with the service provider for more than 8 years.

xxvii. Yes, in their opinion advertising does significantly contribute to sales.

xxviii. They have worked on the Surf Excel campaign with tremendous amount of success.

5.1.5. AGENCY: LEO BURNETT

CLIENT: UNINOR

i. The service provider conducted a pitch where many advertising agencies were invited, and their advertising agency bagged it

ii. The brief given to them was to come out with a very creative campaign and let the communication flow.

iii. It was considered to be an opportunity to establish the brand as it is an upcoming brand.

iv. The brand belongs to TELENOR- UNITECH wireless communication worldwide.

v. It was launched in New Delhi in December 2009.

vi. The philosophy of the brand is that 97% of the market goes in for the prepaid service and only 3% goes in for the postpaid service. Naturally, they are interested only in the larger market share which is the prepaid service.

vii. Under the 2G spectrum they do not offer any post paid services.

viii. Their target audience consists of the 21-29 age groups.
ix. They target the young, as their service has a raw image.

x. Their strategy is direct communication, focusing on the device.

xi. When they started Mumbai was not their target market, but the smaller towns like Sholapur, Nagpur etc. Were their main focus.

xii. They offered VFM (Value for Money). Their schemes included a minimal call rate and above that a 10% discount plan on that as well.

xiii. In the smaller towns, a majority of the population is self-employed. Their advertisements come as an aspiration to this segment which reflects the upward progression of this target group.

xiv. They are against the use of celebrities endorsing their products.

xv. At the pitch itself, the advertising agency presented the traits of prepaid–postpaid usage behavior of the consumer.

xvi. Their media team includes Zenith Media which worked on the music videos released on MTV.

xvii. If it’s a national advertisement, it takes them about a week and 15 days for a television commercial.

xviii. The 1ps per second helped them slowly to build a brand identity. It showed that they are committed, different and much focused on their target.

xix. Their Unique Selling Proposition (USP) remains their dynamic pricing.

xx. Their monthly plan offering 5% to 15% discount -25ps and 16% discount on 20ps-48ps gained immense popularity. Their television commercials and radio advertisements were
flashed everywhere and retailers were able to do brisk business.

xxi. They regularly organize press meets and sponsor events.

xxii. Their unique discount plan is popular even in the North market.

xxiii. Their rating of media is:

a) Television
b) Print
c) Outdoor
d) Radio

xxiv. Their teasers were aimed at brand aspiring people. Their tag line “AbMera Number Hai” was very catchy.

xxv. They have also broken the regional language barrier by airing their advertisements on regional channels.

xxvi. As opposed to DOCOMOS brand, it’s per second scheme is aimed at the rural masses.

xxvii. It’s been in the market for 3 years and the brand is here to stay.

xxviii. In six months it was launched in 12 circles.

xxix. It has been showing a steady growth, with its blue/white logo also being very eye-catching.

xxx. The service provider did not approach them with any formulated ideas.

xxxi. The client is innovative, and open to fresh perspectives.

xxxi. The approximate budget for the campaign is 200 crores.

xxxiii. The client is conscious of Television Rating Points (TRPs).
xxxiv. It takes them about two months to design/create the advertising campaign.

xxxv. Their experiences were: Target young and upcoming individuals focusing on two tier and three tier cities.

xxxvi. The client is smart in corporate communication.

xxxvii. It includes advertising strongly in corporate communication.

xxxviii. The advertising agency has been handling the advertising for the past two years since its launch.

xxxix. Advertising has significantly contributed to sales.

xl. Some of their notable advertising campaigns are Sony TV, McDonald’s, HDFC Standard Life, Hines, ANG and Vedanta.

5.1.6. AGENCY: REDIFFUSION DY & R

CLIENT: AIRTEL

i. They worked on a tactical campaign during FIFA, the football World Cup. The approximate budget of 20-30 crores.

ii. They sponsored all the episodes of MTV Roadies last year.

iii. The entire strategizing process takes one month and the actual conceptualizing takes about 10-20 days.

iv. They have not faced any interference from the client.

v. It is a very youth oriented brand. The challenge is to speak such a hugely diverse segmented audience and design an advertisement that appeals to all.
vi. The challenge is to come with spectacular ideas every time and stand out in the clutter.

vii. They always have the top most celebrities endorse their brand.

viii. The celebrities are woven into the brand story.

ix. They also engage in various social service schemes. They have opened about 130 Schools as a part of their public service initiative.

x. It is a differentiated brand, very powerful and is the No.1 brand in Sri Lanka, South Africa.

xi. Their regional language films stars regional film stars for their Value Added Services (VAS).

xii. Their budget for the television and print campaign is about 200 crores and about 100 crores for other media.

xiii. Their rating for the different media:

   a) Television
   b) Outdoor
   c) Print
   d) Radio
   e) Internet

xiv. They first get the brief, and then they create a image for the product which fulfills the dreams of the consumer.

xv. The service provider did not approach them with formulated ideas.

xvi. The client is open to new ideas and fresh perspectives to change the look of the brand.
xvii. The approximate budget of the advertising campaign is about 400 crores.

xviii. The client is extremely conscious of Television Rating Points (TRPs).

xix. It takes about them about a month to design / create the advertising campaign.

xx. The insights are: The client is extremely open to new ideas and is always seeking global ideas to break clutter in the market.

xxi. The client is smart in corporate communication.

xxii. The client includes advertising strongly in corporate communication.

xxiii. They have been handling their advertising campaign for the past 13 years since its inception.

xxiv. Advertising has significantly contributed to sales, in their opinion.

xxv. Their advertising work includes major campaigns like Himalayan water, Pepsi, Bacardi, LG home appliances, Everest batteries, Arrows shirts and Coffee Bites.

5.1.7. AGENCY: DRAFT FCB+ ULKA

CLIENT: TATA DOCOMO

i. The client had a pitch where many agencies competed and their agency won the account for the advertising campaign.

ii. They were awarded the campaign for the GSM offering for the TATA DOCOMO campaign.

iii. Since they were a late entrant into the telecom industry space, they had to come up with a unique idea.
iv. They suggested a proposition that introduced the per second billing for the first time.

v. Their per second billing caught the fancy of the youth as it was fun, vibrant and full of life.

vi. Their advertising was path-breaking as their online animation weaved characters and stories. It was a remix brand with crowd sourcing as its forte.

vii. They introduced the concept of engagement advertising wherein the consumer could participate in the creative process of advertising.

viii. The budget for the advertising campaign was about 100 crores.

ix. It is a major player in the telecom industry and its with their sponsorship of cricket matches garnering the highest TRPs (Television Rating Points).

x. After they get the brief from the client it takes them two weeks to get the concept. They take about 21 days to actually prepare the advertising campaign after meeting the cost approval.

xi. The Mumbai circle consists of very forward thinking people whereas the Delhi circle is open to new ideas.

xii. The advertising reflects the mindset of the client who believe in youthfulness and the use of technology.

xiii. Their rating of the media are:

   a) Television

   b) Outdoor

   c) Print- for tactical campaigns and launch campaigns
d) Radio, online

xiv. With their innovative advertising and extremely catchy jingle, they have managed to cut
the clutter and capture the imagination of the youth.
xv. The client does not believe in celebrity brand endorsers.
xvi. The service provider did not approach them with formulated ideas.
xvii. The client is innovative and open to new ideas to change the look of the brand.
xviii. The client is extremely conscious of TRPs (Television Rating Points).
xix. It takes them about 2 weeks to design and create the advertising campaign.
xx. Their insights while creating the advertising campaign are: The core proposition for TATA
    DOCOMO “per second billing” was not a new one. It had been launched in a different
    avatar by TATA INDICOM, but failed in the market. However the agency strongly
    believed the proposition had legs, and despite initial client discomfort, persevered with it,
    Interpreting it as a lifestyle statement rather than a value messenger. The rest is, of course,
    is telecom history.
xxi. The client is extremely smart in corporate communication.
xxii. It includes advertising as an integral part of corporate communication.
xxiii. The advertising agency has been handling the client’s advertising campaign for the past
two years.
xxiv. Advertising has significantly contributed to sales.
xxv. Tata Indicom had introduced this scheme of “per second billing’ but failed. DOCOMO
    managed to feel the pulse of the consumer and connect with the brand.
xxvi. The major campaigns handled by the agency are the TATA Motors- Indica, Vista, Indigo and Manza.

5.1.8. AGENCY: OGILVY & MATHER

CLIENT: VODAFONE

i. The agency was briefed on a campaign to be aired during the Indian Premier League matches (IPL).

ii. They were given an open brief to stand out and think “out of the box”.

iii. They were given a complete freehand to think creative and come up with ideas that are new and fresh.

iv. They came out with the ‘Zoo Zoo’ campaign, which were not clichéd and a very novel idea.

v. Vodafone was the sponsor of Indian Premier League (IPL). The creative team of the advertising agency started three months before IPL. They came out with the “Zoo Zoos”, puny women dressed as ‘eggheads’- as simple as comic strips.

vi. It was not animation but real women inside costumes like eggs.

vii. Their creative director was at a café at Cape Town, South Africa where the waitresses were called Tutus. They thought of different names like Momos, NooNoos but they were boring. Zoo Zoos don’t mean anything. They were white in color against a black and white background to stand out.

viii. They became so popular that Vodafone started getting identified with Zoo Zoos.

ix. It takes them one month to develop an idea and about two weeks to execute the idea.

x. Anything can trigger off an idea. The inspiration can come from anywhere – movies, paintings, products. Great writing skills are not required for advertising.

xi. Shooting in the dark, they came out with an idea which they have never done before.
xii. It was a great experience for the whole team and a great reference point in the years to come.

xiii. Formerly, Vodafone was known as Maxtouch, and then went on to become Orange, then Hutch and finally it got its present name Vodafone.

xiv. The advertising campaign should create awareness, likeability, and should be directly responsible for the growth of the brand.

xv. The Value Added Services (VAS) should also make an impact.

xvi. Overall, the purpose and aim of every campaign is to boost sales.

xvii. The media ratings are:

   a. Television
   b. Outdoor
   c. Print
   d. Digital media

xviii. The service provider had no pre-conceived ideas in mind while approaching the service provider.

xix. The client is very open to new ideas, fresh perspectives to change the look of the brand.

xx. The approximate budget for the advertising campaign is about 300 crores.

xxi. The client is extremely conscious of TRPs (Television Rating Points).

xxii. It takes them anywhere between two weeks to one month to design / create an advertising campaign.

xxiii. Their insights into creating the campaign are:

   The biggest thing about the Zoo Zoo campaign was it was a great learning experience. Since it was an unknown territory they were solving new problems everyday but most importantly enjoying every minute of it.

xxiv. The client is very smart in corporate communication.
xxv. The client includes advertising strongly in corporate communication.

xxvi. They have been handling their advertising campaign for the last 10 years.

xxvii. In their opinion, advertising definitely contributes significantly to sales.

xxviii. Some of the advertising campaigns handled by the agency are Titan, Allen Solly, Brooke Bond, Bru, Lenovo, Bisleri, Goodnight, Parachute, Lakme and Godrej.

5.1.9. AGENCY: DENTSU

CLIENT: AIRCEL

i. They approached the Managing Director of Dentsu, pitched for the account and were awarded the advertising campaign.

ii. During the floods which took place in July in Mumbai, they came out with an innovative idea. They put up hoardings at prominent places like the Milan subway, Haji Ali etc. and bus stops located at strategic areas with a lifebelt so that if need arises citizens can pull out the lifebelt from the advertisement and use it to save themselves.

iii. The time taken to design / create the advertising campaign depends entirely on the nature of the campaign.

iv. The idea to be germinated and the concept finalized could take anywhere between 7-8 days to 2 weeks. After that it takes them about a month to develop the campaign.

v. The agency did not face any client interference.

vi. They decided to go with the theme of corporate social responsibility. This theme pleased the panel and they decided to go ahead with this theme.

vii. The client’s main office is located in Delhi.

viii. The client is very dynamic. In a short span of three years, it has brought their service into the limelight.
ix. Its marketing strategy is very to the point. Their unique selling proposition (USP) remains their VFM (Value for Money) products.

x. They have used Indian team’s cricket captain as celebrity brand ambassador to draw attention to their service.

xi. They firmly believe that in India the best way to get your advertising noticed is to use film stars and cricketers to endorse your product.

xii. Celebrities serve the purpose of great attention value and make a big noise to make the consumer sit up and take notice of the product.

xiii. Their rating of media are:

   a) Television
   b) Outdoor
   c) Print, POP (Point of purchase merchandising)
   d) Radio
   e) Digital media

xiv. Their policy in advertising has been of public service advertising. They have propagated corporate social responsibility towards customers.

xv. They also invested a huge amount of money towards a campaign to create awareness to help the aged.

xvi. They have a 360 degree approach towards advertising.

xvii. One of their visible campaigns was the “Save the tiger” campaign which resulted in getting a lot of mileage for the client.

xviii. According to the agency the brands Hutch and Airtel have been aggressively marketed.

xix. The service provider did not approach them with formulated ideas.

xx. The client is very open to new ideas, fresh perspectives to change the look of the brand.
xxi. The approximate budget for the advertising campaign would be about 400 crores.

xxii. The client is extremely conscious of Television Rating Points TRPs.

xxiii. It takes them about 3 weeks to design/create the advertising campaign.

xxiv. Their insights while creating the campaign were:

   Using a celebrity to get noticed fast because of late entry into market and yet gain credibility.

xxv. The client is extremely smart in corporate communication.

xxvi. They include advertising strongly in corporate communication.

xxvii. They have been handling their advertising for the past three years.

xxviii. In the agency’s opinion, advertising definitely significantly contributes to sales.

xxix. The major advertising campaigns that the advertising agency handles are Raymonds, Park Avenue, India Bulls, FEDEX and Runwal Heights.

5.1.10. AGENCY : SAATCHI & SAATCHI INDIA

CLIENT: MTS

i. They were originally Iraqi watchmakers who started the advertising agency.

ii. MTS belongs to SistemaShyam – a leading Russian telephone company.

iii. They advertising agency pitched for the account and won the advertising campaign.

iv. Systema had set the tone for the brand, but had no formulated idea for the brand.
v. The brand has gradually evolved and the client is open to new and innovative ideas.

vi. Using a celebrity is a poor substitute for an idea. Celebrities only help to cut through the clutter for attention value.

vii. They spend about 10 crores for the advertising campaign.

viii. They had an emblem designed for the advertising campaign.

ix. The advertising agency was in the news for their campaign on the internet.

x. They are given a brief, after which it could take a week to a month to create the advertising campaign.

xi. They create a bank of print advertisements so that can be used at any point of time.

xii. The biggest challenge for the advertising agency is the lack of time. Sometimes they are given a brief and the client expects them to come up with an idea within 15 days.

xiii. They sponsor various events including cricket matches to promote their brand.

xiv. They have been handling the client’s advertising campaign for over a year.

xv. It is quite a challenge for the service provider to make an impact as they are the 23rd mobile operator in the market.

xvi. Their rating of the media is:

   a) Television

   b) Outdoor

   c) Print (not much)

   d) Radio

   e) Digital media, not very popular currently

xvii. Advertising is like cycling, you never know when you have learnt it till one has actually learnt it.
xviii. Currently the agency is on a rebuilding exercise ranked at No.14 trying to hone their skills and improving their ranking.

xix. The client did not approach them with any formulated ideas.

xx. The client is open to new ideas and fresh perspectives.

xxi. The approximate budget of the campaign is about 50 crores.

xxii. The client is extremely conscious of TRPs (Television Rating Points).

xxiii. It takes them about a month on an average to design/create the advertising campaign.

xxiv. Their insights are: As a late entrant into the market, MTS faces unique challenges. It has to find a unique voice which is difficult in a cluttered market place.

xxv. The client is smart in corporate communication.

xxvi. They include advertising strongly in corporate communication.

xxvii. The advertising agency has been in contract with the service provider since the last one year.

xxviii. In their opinion, advertising significantly contributes to sales.

xxix. The other brands handled by the advertising agency are Proctor & Gamble, Fox & Kings, Air India, and Bharat Petroleum.

xxx. Their advice to those who want to enter the advertising field is to first work in any field for two years. It could be any corporate job or any other. It will make them realize the boredom they face in working in any industry. Once they join an advertising agency, it will make them understand how exciting and challenging it is as every day they deal with new ideas and come out with newer campaigns.
5.1.11. AGENCY: CONTRACT INDIA

CLIENT: TATA INDICOM

i. They won a typical pitch. There were 3-4 agencies out of which they won the account for the advertising campaign.

ii. They were given a specific brief which had been prepared after extensive market research.

iii. The advertising agency gave their ideas and concepts which were met with approval by the client.

iv. The client is interested in good projects and is open to ideas suggested by the advertising agency.

v. One important consideration was that the message of the service provider must reach the correct target audience.

vi. The client is extremely conscious of the media-mix. For their data products, advertising must be able to convey the message to the right target audience.

vii. The concept takes them about 3 days to two weeks and about three weeks to execute the television commercial.

viii. The client generally does not interfere in the work of the advertising campaign. It only expects that the advertising agency should address their concerns and arrive at the best possible solution.

ix. One of their experiences has been their shoot with the cricketer brothers where the entire village gathered to watch the shooting of the commercial.

x. Their experience has been that brand ambassadors sometimes swallow the persona of the brand.

xi. Their successful associations have been well-known international chess V. Anand and the brand NIIT for 8 years and the hugely successful Saif Ali Khan with Asian Paints Royale.

xii. As far their client is concerned, they have very active Public Relations machinery in place.
xiii. The advertising agency has a specific customer charter and believes in offering the customer an above the line perspective.

xiv. They concentrate particularly on the sales marketing message.

xv. They have been handling the advertising campaign for the past two years.

xvi. Their CDMA campaign has been reasonably successful.

xvii. They have been successful in creating awareness of the digital clarity of their service.

xviii. The rating of the media are:

a) Television

b) Digital media

c) Print

d) Outdoor

e) Radio

xix. In the telecom industry there exists a constant price war.

xx. Each service provider is in a race to offer better VFM (value for money) to the consumer.

xxi. Advertising, in their opinion needs to stand out in the clutter to appeal to the masses.

xxii. One of the challenges of advertising is to constantly give outputs against such stringent deadlines. Deadlines become almost like a gun on the head of the advertising agency to constantly churn out quality advertising work.

xxiii. The service provider did not approach them with any formulated ideas.

xxiv. The client is very open to fresh perspectives to change the look of the brand.

xxv. The approximate budget for the advertising campaign is about 250 crores.

xxvi. The client is extremely conscious of TRPs (Television Rating Points).
xxvii. It takes them about 3-4 weeks from brief to execution to design / create the advertising campaign.

xxviii. Their experiences are:

Constantly widening horizons to push for more innovative ideas. Partnering clients for highest creativity. Creating ideas that work. Be what consumers are interested in instead of interrupting what they are interested in.

xxix. The client is extremely smart in corporate communication.

xxx. The client includes advertising strongly in corporate communication.

xxxi. The advertising agency has been in contract with the service provider for the past two years.

xxxi. According to the advertising agency, advertising majorly contributes to sales.

xxxiii. They have had very long term associations. Some of these associations include Shopper’s Stop, Asian Paints and Cadbury’s all of them which they have been handling for the past 20 years.

xxxiv. Their Delhi office handles advertising campaigns like NIIT, J K Tyres and Dominos Pizza. Their Bangalore office handles the Madhura Garments. The Mitsubishi advertising campaign is handled out of their Chennai office. Their Cadbury’s Celebrations campaign was immensely successful and was hugely successful.

5.1.12. AGENCY: BATES 141

CLIENT: VIRGIN MOBILE

i. They pitched for this account and were awarded the advertising campaign.

ii. They were given a very basic brief and were given a free hand to come up with ideas.

iii. The budget for the advertising campaign is approximately 50-60 crores.

iv. From brief to final execution, it takes them about 1-3 months. Sometimes they even come up with an advertisement in as short a time as a week.
v. However, the big jobs which involve a decent amount of work take at least a minimum of 3-4 weeks.

vi. A simple and quick idea might even take just a week.

vii. They have used a prominent film star who is a youth icon and enjoys a huge fan following amongst the youth to endorse the service.

viii. According to the advertising agency, the top telecom companies deserve their place in terms of market share. Their brand is a smaller brand and a younger brand targeted at the youth.

ix. They have been the principal sponsors of the Mumbai Marathon and for various cricket matches.

x. According to them, the brand Vodafone enjoys a 360 degree approach which includes Public relations, digital and ground activities.

xi. They created 65 films known as Indian Panga League during Indian Premier League (IPL) matches.

xii. Their ratings for the media are:

   a) Television
   b) Outdoor
   c) Print
   d) Radio
   e) Digital

xiii. One of the restrictions of a celebrity brand ambassador is the persona of the celebrity must do justice to the brand.

xiv. If the celebrity is a popular figure, it does wonders for the brand.

xv. Their opinion on getting ideas for the brand is that one must possesses lateral thinking to get ideas for advertising.
xvi. One must have a different perspective to look at things. The creative team must be observant with people’s behavior and must interact with people to get inspiration for ideas.

xvii. In their opinion, advertising is a collective art, not art for art’s sake. It’s like a painting is the visualiser’s dream and if it remains unsold it does not matter.

xviii. Advertising on the other hand is a commercial activity whose primary aim is to achieve sales.

xix. Unlike television programmes whose sole purpose is entertainment, advertisements have the moral police watching their every move.

xx. Television is a much faster medium than cinema.

xxi. One of the unique qualities of the advertising profession is the opportunity. Normally, in for advertising professionals to work on several products in different industries.

xxii. Whenever any person works in any industry, he / she gets the feel and understanding of that particular industry, but it is only in the advertising industry that the creative team gets the feel and understanding of each and every industry whose advertising campaigns they work on.

xxiii. It is interesting and challenging for the creative team who gets to learn about every new industry to which their client belongs.

xxiv. The service provider did not approach the advertising agency with any set ideas.

xxv. The client is always open to new ideas and fresh perspectives to change the look of the brand.

xxvi. The client is extremely conscious of TRPs (Television Rating Points).

xxvii. It takes them approximately 2-3 weeks to design / create the advertising campaign.

xxviii. The insights of the agency are:

Advertising is a collective art like film making. There are lots of discussions, interference, debates, problems and finally happiness.

xxix. The client is smart in corporate communication.

xxx. The client includes advertising strongly in corporate communication.
xxx. The advertising agency has been handling the advertising of the service provider ever since it was launched in India.

xxii. In their opinion, advertising significantly contributes to sales.

xxiii. They have an enviable body of work. Some of their notable campaigns include Tata – Sumo, Safari: Amaron batteries; SBI Life Insurance; Bank of India; Close-Up; Colgate; Titan; Fiat- Linea, Punto; MTV; Hitachi; TATA AIG.

xxiv. One of the problems faced by the advertising agency is that the creative team works tirelessly to create innovative advertisements and if the client decides to shift their account to another advertising agency, the client can keep airing the advertisements for as long as he/she wants.

xxv. There is no system of paying any commissions or royalties to the creative team for putting so much hard work and effort into it.

xxvi. The challenge for the creative team is to entertain, inform educate and convince the audience all in the space of 30 seconds.

5.1.13. AGENCY: GREY WORLDWIDE

CLIENT: RELIANCE

i. They pitched for the account and were awarded the advertising campaign. Among the agencies vying for the account were McCann Ericsson, JWT, Mudra and Cartwheel Creative Communication.

ii. Originally, the account was with half with Mudra Communication and the other half with Cartwheel Communication.

iii. The board wanted to re-launch the brand with a new fresh tone in a completely new manner.

iv. They started with the print template for about 5-6 advertisements.

v. The brand is the third or fourth player in the telecom market.

vi. Being such a big player in the market, it is very conscious of using the correct media-mix.
vii. After they receive the brief, it takes them about one week to 10 days for the television commercials.

viii. The creative team comes out with 2-3 ideas from which the client selects the best one suited for his purpose.

ix. The client is set in their ways and the brand team has to convince them for their point of view.

x. The client is very process driven and it is a tedious exercise to get approval for them. The brand team has to work zealously to make them understand their perceptions.

xi. They have been working on this account for a few months and their work is still at the nascent stage.

xii. Overall, the client has a very full 360 degree approach. Their activities include Public Relations, digital and all other marketing activities.

xiii. Particularly notable is their launch of their 3G services.

xiv. To enter this field you need writing skills or an art background. Many agencies either conduct a copy test or go through their portfolio samples.

xv. The team consists of art directors and creative directors who have formal training in their respective fields.

xvi. The service provider did not approach them with formulated ideas.

xvii. The client is quite open to new ideas and fresh perspectives to change the look of the brand.

xviii. The client is very conscious of Television rating Points (TRPs).

xix. It takes them about a week to 10 days to design/create the advertising campaign.

xx. The experiences of the advertising agency are: Never worked harder in my life. It has a learning process……We’ve pushed our creative boundaries as a team on deadlines, on the range of ideas; all in all it has not been easy but a lot of fun.

xxi. The client is smart in corporate communication.
xxii. They include advertising strongly in corporate communication.

xxiii. They have been working with this account for the past one year.

xxiv. In their opinion, advertising has significantly contributed to sales.

5.1.14. AGENCY: MUDRA COMMUNICATION

Their views are:

i. Advertising is as much about a conversation about two people.

ii. The two should engage in a story involving the brand.

iii. Advertising should talk about their products in a relevant manner to make it interesting for the audience.

iv. The consumer should be involved in this piece of communication.

v. The starting point of all advertisements is life. Anything can trigger of their imagination, it could be movies, books, videos, and blogs- ideas can come randomly from anywhere.

vi. They are not pro or anti celebrity brand ambassadors. It depends entirely whether the celebrity endorsing the brand fits with the image or not.

vii. The main determinant of a good advertisement is the idea. With the biggest movie star, one can make a very boring ad-film and a simple idea executed very well can make a very interesting advertisement.

viii. The media of the future is digital. With changing lifestyles, over the next two years, there will be no 8 p.m. and 9 p.m. prime time.

ix. The consumer will get hooked to 3G and the interaction will have changed.

x. The consumer will grab whichever channel is dishing out the best programmes at that particular point of time.

xi. Some of their notable campaigns are Volkswagen, Phillips and Beetle.
xii. They have the drive to achieve more, to achieve more growth.

xiii. Advertising is like 24x7 jobs as the client can anytime get an idea.

xiv. Advertising is all about rejection, the idea can be rejected from the boss, the client, the client servicing department.

xv. Advertising, in their opinion, is like bungee jumping, a bit mad, but if you love it you will enjoy it.

xvi. Advertising requires lot of passion and love and it is fulfilling and satisfying.

5.1.15. AGENCY: TAPROOT ADVERTISING AGENCY

CLIENT: AIRTEL

i. They were approached by the service provider to create the advertising campaign. They share the creative duties with JWT advertising agency. The service provider conducted a pitch where many advertising agencies were invited to give presentations with their ideas. Finally after many rounds of presentations, the client zeroed down on these two advertising agencies.

ii. The brief given to the advertising agency was that the advertising campaign should connect with the youth. Previously, their advertising campaigns had focused on other segments. This time they wanted to concentrate only on the 15-25 age groups. The thought in their rebranding process was that the advertising campaign should be such that the youth identify with. For example, if an advertisement depicts heavy metal music, it will resonate only with the youth. The other segments may find it difficult to understand and follow the advertisement but it will definitely connect with youngsters.

ii. The client was open to new ideas, fresh perspectives to change the look of the brand. Their premise for the advertisement was that the appeal of the campaign should be its youth connect which they can identify with.
iii. The birth / seed of the idea came from the fact that a youngster’s life is centered on his / her friends. In their teenage years, they cringe at having to do any errands for parents. But, they would do anything for their friends. They can get up at two in the morning to pick up their Friend’s mother from the airport, goes to the police station to help a friend who has been caught, basically would do anything for their friends. The core of their existence is their friends. Hence, they came up with their immensely popular campaign “Har, ek friend zaroorihotai.”

iv. It was an interesting experience for them shooting for the campaign. The entire cast comprising of youngsters were completely unknown to each other. But at the end of the shoot, they had each other’s mobile numbers, become friends and buddies with each other. The advertisement looked very convincing as they all had grown very fond of one another.

v. The music was given by the noted Ram Sampath who is known to perform better when given a very tight brief. For the sound effects, they used a very innovative technique, used all musical instruments, even for a particular sound they even used a dustbin.

vi. The soundtrack involved singing in chorus to give the feel of the advertisement. The message that the campaign is trying to convey is with today’s technological advancement it is possible for the user to connect with 500 friends at a time. Friends they may never have met personally but share a common passion or interest with. In their teenage years, the core of their existence remains friends whom they live and die for as opposed to their parents and brothers/sisters. As they grow older, they realize that their parents are not as bad as they think. When they start working, they have their own family they become close to their own family and their friends take a backseat.

vii. Shooting for the advertisement was another challenge. One shot required them to be at the airport, another required them to be at the police station, another was a scene in the classroom etc. Then they had to compile all the shots together for the film.

viii. It took them about two months to design / create the campaign from brief to actual campaign. It took them about a day to come up with the idea. However, they had to wait for the other
advertising agency JWT to come up with their idea. To create the film took them about 15 days to one month.

ix. Their client is very smart in corporate communication. They believe in all the components of corporate communication that is write-ups in the press, sponsorship of events, advertising and public relations.

x. They include advertising strongly in corporate communication.

xi. They have been working on this account for the past six months.

xii. The approximate budget for the advertising campaign was about 200-250 crores.

xiii. Their client is extremely conscious of TRPs (Television Rating Points).

xiv. In their opinion, advertising strongly contributes to sales.

xv. Their rating of media:

a) Television which enjoys maximum share of mind. It is the principal media which disseminates information to the public. The traditional Indian family structure is such that every night the whole family sits down for dinner and watches television together.

b) Next is out-dooring.

c) Followed by online. Their observation is in the next five years online will be the next big thing.

d) Next is the radio.

e) Lastly, they rate print.

xvi. The advertising industry is such that there is intense competition. The media spotlight is always on the advertising industry. Most of the top creative directors from the best advertising agencies are always written about in the press.

xvii. Everyone has a bad day in office. Nobody can be creative every time. Some advertisements work and some don’t. But their good work gets more than their share of appreciation whereas their bad work is plastered and badgered a lot.
xviii. Times of India are the official representative of the Cannes film festival. There is more coverage of the film festival in Times of India, in India than even in France’s local newspapers. Advertising enjoys a very high coverage in Times of India, India’s leading newspaper.

xix. When they recruit people for advertising, they give them two options. One is to redo advertisements that they have worked on and the second option is to create new advertisements.

xx. One of their common tests is to take two completely disparate concepts and show their relation in a third new concept. This is known as juxtaposition and association.

xxi. In one of their tests, they ask them to google and find an idea. They then put up a creative idea and ask them to find the difference. A genuinely creative person would be able to notice and appreciate the finer details. They then ask them for tangible reasons for their comments.

xxii. Another instance is when 10 people watch cinema. Films are a form of art. A creative person will be able to notice the finer details which would not be noticed by a layman.

xxiii. They are even asked to solve crossword puzzles to brush up their English language skills.

xxiv. The first thing, in their opinion that a person needs to understand about entering the advertising industry is to be open minded about criticism. Resilience is a very important quality required by those entering the advertising industry. 90 % of the ideas and work gets rejected and gets thrown in the dustbin.

xxv. If a junior creative director comes up with an idea, it has to go through several channels before it gets accepted. First his / her own creative team has to like his idea, then the creative director, the client servicing and finally the client accepts it before it starts getting shape.

xxvi. This is precisely the difference between a good actor and a bad actor. Both give several takes before the final take is accepted. But a good actor’s worst take will be better than the best one given by a bad actor. It is mastery over the craft which differentiates the class from the mass.
5.2. VISIT TO MEDIA

5.2.1. VISIT TO: TIMES OF INDIA
MEDIA: NEWSPAPER

1) The marketing department of the newspaper is known as ‘response department’.

2) The readers are divided into two categories- readers of the newspaper articles and readers for the advertisements.

3) In marketing, there are two Gods, one the editor and the other the sponsor.

4) Advertising in newspapers has increased manifold, so much so that it is blurring news.

5) Consumers are picking up newspapers for finding out where there are sales, the latest movie, and for finding out the destinations for all their requirements.

6) This newspaper enjoys premium position and remains the first choice for all leading clients.

7) Readers are very loyal to this newspaper and are in the habit of reading it regularly. That is why it enjoys high notice ability.

8) For the client, they provide a long term association for the brand. Readers get a relationship with the client as this newspaper enjoys high notice ability.

9) Once the advertisement is placed in the newspaper, the readers definitely glance at it.

10) This being a leading newspaper, it is a role model for the public. The consumers expect a certain standard from the products of companies advertised in the newspaper.

11) A large amount of masses totally and blindly believe what is written in newspapers.

12) All forms of mass media like film stories, television programmes, books, radio programmes etc. are inspired by the happenings in society.
13) Reel life is inspired by real life. It is a mirror, a reflection of changing times of society.

14) Newspapers are faster than other media, as most of the electronic media take time to conceive the idea, write the script, shoot, edit, post production; it takes a while to present it to the audience. On the other hand, newspapers articles are written and published overnight.

15) The evolving concept of news today is infotainment. Information that is entertaining.

16) Reader’s perspectives are changing. They want every bit of news to be presented in an entertaining fashion, pretty newscasters and all aesthetics to appeal to them.

17) In their opinion, television has become such a powerful medium; it has high penetration not only in metropolitan cities but also in the mini metropolitan cities.

18) Newspapers are a cost efficient medium for most advertisers.

19) The maximum success is observed in advertisements that possess an emotional appeal.

20) Financial advertising such as bonds, securities etc. enjoy low penetration.

21) Generally, most advertisers prefer to strike a one year deal with the newspaper.

22) There are many advertisers who give a fixed amount of business to this newspaper.

23) The trend is more towards casual reading rather than serious reading. Meaningful articles on religion and spiritualism have limited readership.

24) One of the problems they face is the time deadline. They have to manage the editorials, the news stories and the advertisements.

25) It is a trusted newspaper by the public. They rely 75% to 80% on internal research.

26) Value systems are changing. The public perception is towards entertainment.

27) They also receive feedback from the public in the forms of letters to the editor, that the
Sentiments are being flouted. As a leading newspaper, it needs to be sensitive towards its responsibility to the readers.

28) The marketing team of the newspaper approaches the service provider for the advertisements.

29) There is no specific criterion in awarding prime time slots to the service provider.

30) Only the agency reputation and the relation with the newspaper are taken into consideration while awarding the slots to the service provider.

31) The content of advertisements plays an extremely important role in attracting viewer’s interest.

32) In their opinion, to some extent celebrities are essential to break the clutter.

33) In the race for enhanced TRPs (Television Rating Points), to some extent the quality of programmes is sometimes compromised.

34) According to them, for the telecom industry the ratings for the media:
   a) Television
   b) Outdoor
   c) Print
   d) Radio
   e) Digital

35) The preferred contract term is more than two months.

36) The new trend in prime time programming is to focus only on entertainment.

37) There has been a phenomenal increase in the number of telecom service providers for
advertising in prime time

38) The audience does interact with the newspaper on the contents of advertising. However, no feedback is given to viewer’s feedback on preferred advertisements while awarding prime time slots to service providers.

5.2.2. VISIT TO: DNA

MEDIA: NEWSPAPER

1) The head office of the newspaper is in Mumbai. For print media, the client has a base in Mumbai for service providers like Vodafone, Idea Cellular, Tata Teleservices etc. For service providers like airtel and others; they have a base in Delhi.

2) 80-85% of the budget allocation for advertising for service providers is allocated to television.

3) The budget allocated for print advertising is very small as compared to the electronic media.

4) Times of India is a leading brand established for the past 150 years whereas DNA is a challenger brand, a comparatively new brand.

5) The prime space is the most expensive and is allocated to the client with the highest budget.

6) The large corporate clients who want to get their message across to pan India masses and can afford to spend high amounts on advertising.
7) To enjoy high visibility, in today’s hugely competitive scenario, to achieve high exposure, the clients want their advertisements to be displayed very prominently.

8) The clients pay high rates to reach the desired target audience.

9) As a challenger brand, they face a lot of challenges competing with an established brand. They are trying to establish a mandate with the reader to make it the preferred choice in a newspaper.

10) The content is the most important in an advertisement. If it is not the right content, the positioning of the brand will fail in the market.

11) Telecom as a genre has a mass socio-economic connected. To some extent celebrity brand ambassadors do help to get noticeability.

12) Their tag line “Truth is in our DNA” reflects their philosophy. Through their high quality editorialis, they have created a very positive image of their newspaper. It is a very clean newspaper.

13) They prefer not to use any indecent pick-up lines like Mid-day uses “Mid-day mate”. They prefer to stick with their values which they have set for themselves.

14) Their ratings for their media:
   
   a) Television

   b) Outdoor

   c) Print

   d) Radio

   e) Digital
15) Generally, they sign yearly contracts with their clients. They have offices in Mumbai and Delhi.

16) DNA has managed to be quite popular with the younger readers. The next generation in the age-group from 12-16 years has developed a habit of getting information from computers. Their reading habits have started to dwindle.

17) They are trying to reach the smaller cities after garnering readership in the big cities.

18) They feel time is on their side. India is now on the verge of achieving a high level of literacy.

19) For advertisers, the main target audience is 20-39 age groups. This is a group which is flourishing.

20) The highest advertising spends go to the audio-visual media. The highest advertising spenders today are the fast moving consumer goods, automobile industry, real estate, the telecom industry, finance and insurance industry, education and retail industry.

21) Most readers are able to spend more time in the weekends for the newspapers than on Weekdays. Most advertisers need to understand and study the reading habits of the target audience for the launch of their products and their follow-up advertisements.

22) DNA is a favorite among advertisers for property and education.

23) The marketing team of the newspaper approaches the service provider for the advertisements.

24) There is no specific criterion for awarding prime time slots to the service provider.

25) The only consideration for the newspaper is the agency reputation.
26) To attract the viewer’s interest, the content of the advertisement plays a very important role.

27) In their opinion, celebrity brand ambassadors are essential to break the clutter.

28) Sometimes, in the race for enhanced TRPs (Television Rating Points), the quality of the programme is compromised.

29) Generally, the term of the contract is more than two months.

30) The new trends for prime time programming are business consideration, entertainment and social obligation.

31) There has not been a phenomenal increase in the number of telecom operators for advertising in the prime time.

32) The viewers do not interact with them on the contents of advertising.

33) There is no emphasis given to viewer’s feedback on preferred advertisements while awarding prime time slots.

5.2.3. VISIT TO: MID-DAY

MEDIA: NEWSPAPER

1) The newspaper believes in maintain good relations with all their clients. That is the reason advertisers are ready to pay a premium to advertise in their newspaper.

2) Most advertisers consider their publication as a creative publication. The position and timing of the advertisements is very important.

3) According to them, celebrity makes a difference in the creative of the advertisements.
4) Mid-day as a newspaper enjoys a fan base amongst the youth. It has a number of young fan followers.

5) They do not compromise on quality. According to them radio as a medium, requires a whole team to make their programme effective, whereas powerful writing makes a huge impact.

6) The newspaper believes in maintaining good relations with client as well as the agency.

7) The clients who have good relations with the newspaper get the benefits of premium positioning for their advertisements as well as avail of far better rates for themselves.

8) Mid-day believes in infotainment. It is an afternoon newspaper. For serious issues, the readers generally refer to the morning newspapers, whereas afternoon is leisure time. Afternoon tabloids are generally for fun reading like entertainment and sports.

9) The week is divided into days meant for advertising to different segments.

10) Monday is for Information Technology, offices and automobile industry. Tuesday focuses on health whereas Wednesday and Friday concentrate on holiday resorts offering packages for weekend stay.

11) The contents to reach out to the target audience must be entertaining.

12) Mid-day as a newspaper has existed for 10 years. The readers expect a certain standard from the newspaper.

13) They have different segments to appeal to different reader. They have a leisure segment meant to appeal to casual readers and they have a segment for serious readers dealing with pertinent issues.

14) They receive a lot of feedback from the readers and get positive feedback for some of their
168

thought provoking articles.

15) They also face lot of creative issues, with new ideas to maintain their premium position.

16) The marketing team of the newspaper approaches the service provider.

17) There is absolutely no criterion in awarding prime time slots to the service provider.

18) The content of the advertisement plays a very important role in attracting viewer’s interest.

19) According to them, celebrity brand ambassadors are essential to break the clutter.

20) The quality of the programmes is never compromised in the race for enhanced TRPs (Television Rating Points).

21) Their ratings of the media are:

   a) Television
   b) Print
   c) Outdoor
   d) Radio
   e) Digital

22) The preferred contract term with the service provider is more than two months.

23) Entertainment is the only criterion in new trends in prime time programming.

24) There has been a phenomenal increase in the number of service providers for advertising on prime time.

25) The afternoon prime is different from the evening prime as the afternoon segments concentrate only on leisure.

26) The viewers do interact with the newspaper on the contents of advertising.
27) However, there is no emphasis given to viewer’s feedback on preferred advertisements while awarding prime time slots to advertisers.

5.2.4. VISIT TO: NDTV IMAGINE

MEDIA: TELEVISION CHANNEL

1) The sales team normally approaches the prospective clients.

2) The clients concentrate all their spending on about 6-7 channels. The amount they spend on each channel differs.

3) The telecom industry has some major players like Idea, Airtel, Vodafone, Reliance spent a bigger amount on advertising than the smaller players.

4) A brand needs to be creative to be noticed. The brand creative needs constant reinvention to get noticed.

5) In the race for enhanced TRPs, every channel is trying their level best to garner popularity by catering to all kinds of tastes.

6) A channel like India TV is dishing out sub-standard programmes meant for masses.

7) It is not just the metropolitan cities that they are catering to but also the huge rural audience in such a large country like India.

8) All channels are constantly working on improvement of quality to gain maximum popularity.

9) The clients usually sign annual deals with the channel for advertising. Usually, they pick up shows they find would suit the image of the brand.
10) A show like “Big Boss” could charge anything like 50 lakhs for sponsorship whereas other programmes would command a sponsorship anywhere between 20-30 lakhs.

11) In the mobile services market, the new entrants like Aircel, Virgin mobile etc. are advertising very heavily to establish themselves, whereas established brands like Vodafone, Idea, Reliance, Airtel, BSNL and MTNL are advertised moderately.

12) The prime time for television viewership is from 7 p.m. to 11 p.m.

13) They also receive complaints from audiences over the content of the advertisements. For instance, family audiences object to advertisements which are vulgar in taste like advertisements for condoms etc. They also object to the airing of toilet cleaner advertisements during dinner time.

14) Indian consumers are very clear in their likes and dislikes and express them clearly.

15) Previously, the creative team worked on the hugely popular “KaunBanegaCrorepati” and the family sagas which were leading the charts for 7 seven years. Out of the 100 shows that were aired 86 of them did well.

16) As the show become the No.1, the B team or the second best creative would take over the reins of the show.

17) When the Star network started doing well, they launched a host of channels such as Star Utsav, Star Vijay and Star Gold.

18) NDTV Imagine belongs to the Turner group of channels. They also have many business related programmes like home shop etc.

19) The sales and marketing team approaches the service provider.
20) They have a specific criterion while awarding prime time slots to the service provider.

   Listed below is the criterion:

   a) Relation with the channel

   b) Agency reputation

   c) Agency accreditation

21) The content of advertising is very important in attracting viewer’s interest.

22) They don’t think celebrity brand ambassadors are essential to break the clutter.

23) They feel that in the race for enhanced TRPs; sometimes the quality of programmes is compromised.

24) The rating for the media are:

   a) Television

   b) Outdoor

   c) Print

   d) Radio

   e) Digital

25) The preferred contract term with the service provider is more than two months.

26) The only criterion for new trends in prime time programming is entertainment.

27) There has been a phenomenal increase in the number of service providers for advertising in prime time.

28) The afternoon prime differs from the evening prime as the real prime time from 7 p.m. to 11 p.m.
29) The viewer’s do not interact with the channel on the contents of advertising.

30) There is no emphasis or weight age given to viewer’s feedback on preferred advertisements while awarding prime time slots to advertisers.

5.2.5. VISIT TO: STAR PLUS

MEDIA: TELEVISION CHANNEL

1) The sales team gets the business for the channel. Most of the business of the channels is got by employing their sharp marketing skills.

2) They have to deal with a lot of road blocks when it comes to advertising. The advertising agency tries to push their product advertisements to the sales team.

3) When the client comes up with an idea, it immediately wants it to be executed to reach the target audience.

4) What are required in today’s competitive environment are integrated brand solutions.

5) The challenge for the brand building team is to coordinate and put together the ideas in the limited time frame.

6) On the face of it, it appears to be simple but behind the scenes a lot of hard work goes into putting up these advertisements constantly putting up quality work in the limited time span.

7) Celebrities do help in the advertisements getting noticed but ultimately it is the content which holds viewer’s interest.

8) According to them, Vodafone’s Zoo Zoo advertisements can be considered as path-breaking
work in advertising.

9) The Unique Selling Proposition for their channel is their connectivity with the audience.

10) The channel concentrates a lot on the scripts of the shows that are aired on their channel.

11) Their aim is to provide entertainment to their audiences. They keep the audience interest alive by adding new twists and turns to the plots of their serials.

12) Many women keep abreast of their serials while working in the kitchen, so the music is an important element of their serials. The music conveys the drama in the serial and catches the attention of their female audience.

13) The marketing team of the audience provide brand solutions to the advertiser.

14) They have recently revamped the entire look of the channel, with a new slogan which means the thinking’s changed but the relation means the same.

15) Many film writers are turning to television as it provides instant connectivity with the viewer unlike films which take many months and sometimes even years.

16) When they find the story stagnating they wind up the show.

17) Many of their shows fulfill their social obligation by highlighting issues like adult literacy and female foeticide.

18) The sales team emphasizes that it being an audio-visual medium, the advertisements make a better impact.

19) They are constantly measuring consumer feedback on their programmes to incorporate changes in what the audience watches.

20) They release promotional advertisements of their forthcoming shows, take consumer
feedback and alter the programmes to suit the audience’s tastes.

21) The marketing team approaches the service provider for their advertisements.

22) The content of the advertisement plays a very important role in attracting viewer interest.

23) To some extent, celebrities do help in breaking the clutter.

24) To enhance TRPS (Television Rating Points), sometimes the quality of the programme is sometimes compromised.

25) Their rating for the media:

a) Television
b) Radio
c) Print
d) Outdoor
e) Digital

26) The preferred contract term is more than two months.

27) The only considerations in prime time viewership are first entertainment and second business consideration.

28) There has been a phenomenal increase in the number of telecom operators for advertising in prime time.

29) The viewer’s do not interact on the contents of the advertisements.

30) There is no emphasis given to viewer’s feedback on preferred advertisements.
5.2.6. VISIT TO: CHANNEL V

MEDIA: TELEVISION CHANNEL

1) The channel is very proactive, with a lot of initiatives.

2) The policy of the channel is to be very consumer-friendly.

3) The marketing team provides brand solutions to the client to facilitate their brand management.

4) They are always in touch with the client, constantly trying to provide brand solutions.

5) The telecom industry particularly requires great amount of advertising to survive in today’s cut-throat competitive industry.

6) The brand can design customized advertisements to appeal to the target audience.

7) In their opinion, they find the brand previously known as Hutch now known as Vodafone’s advertisements created by the advertising agency Ogilvy & Mather are very innovative.

8) Notably, creative was the advertising campaign featuring the cute pug wagging its tail with the slogan “Wherever you go our network follows.”

9) According to them, a celebrity ensures that the masses sit up and take notice.

10) The media of the future is definitely digital. Digital advertising can operate on a small budget.

11) Generally, they have a contract term with their clients spanning a year.

12) They have come up with innovative shows like 7, 7, and 7. 7 days a week, at 7 p.m. they present 7 new programmes.
13) It has taken them 3 years to revamp their channel to bring to its leading position.

14) The morning slots are generally reserved for their music segments. Their programmes enjoy such a huge popularity that even their repeats are watched avidly.

15) Generally their repeats are aired between 12 p.m. to 3 p.m. in the afternoon.

16) Also popular are their late night shows which are watched by youngsters.

17) They give a lot of importance to feedback from the viewers.

18) Their channel name Channel “V” stands for V the people.

19) They believe in brainstorming for new ideas where anyone from the channel, not necessarily from the creative team can suggest an idea if it strikes them.

20) It is a hybrid content offering brand solutions and brand management. Anyone at any point of time can suggest an idea to the creative team.

21) According to them, anyone who can write or shoot or create or develop an idea or design or narrate or promote belongs to the media fraternity.

22) The marketing team approaches the service provider for the advertisements.

23) There are very specific criterions in awarding prime time slots to the service provider.

24) The criterions are agency reputation, relation with the channel and agency accreditation.

25) The content of the advertisement plays a very important role in attracting viewer's interest.

26) According to them, celebrities are not essential to break the clutter.

27) They do not feel the quality of the programmes is compromised in the race for enhanced TRPs (Television Rating Points).
28) For the telecom industry, their ratings of media:

a) Television
b) Outdoor
c) Print
d) Digital
e) Radio

29) The preferred contract term with the service provider is more than two months.

30) The criterions for new trends in prime time programming are entertainment and business consideration.

31) There has been a phenomenal increase in the number of telecom operators for advertising in the prime time.

32) The afternoon prime differs from the evening prime.

33) The viewers do not interact with the channel on the contents of the advertising.

34) There is no emphasis given to viewer’s feedback on preferred advertisements while awarding prime time slots.

5.2.7. VISIT TO: UTV BINDASS

MEDIA: TELEVISION CHANNEL

1) The channel’s sales team works to get sponsorship for their programmes.

2) They have come up with programmes like ‘Emotional Attaychar’ and ‘Big Switch’.

3) They firmly believe that ‘Content is king’.
4) Celebrities from the Hindi film industry become the face of the brand and attract attention from the audience.

5) In their opinion, the Idea advertisements with their social service theme garnered a lot of popularity.

6) To enjoy recall value, programmes as well as advertisements need to be outstanding.

7) With television reaching such high viewership, the programming team faces the challenge of too much pressure to churn out new programmes week after week.

8) Television has become like a factory engaging in mass production, with the constant demand for programmes and the programmers struggling to match the supply.

9) Every new programme engages the viewer for a maximum period of a year or two after which it is discontinued. When the viewers start missing it, they bring it back in the next season.

10) The drama that an audio-visual medium can display cannot be matched by any other medium.

11) Television and print media are the most popular media in today’s times.

12) Reality shows are ruling the popularity charts these days.

13) Particularly, at prime time viewers are enjoying the drama and the masala that is provided by reality shows. The youth of today connects with these shows and are immensely popular with this segment.

14) Today’s life has become so stressful that people turn to television for fun. Television provides them some entertainment and relief from their problem-ridden lives.
15) Many programmes are so much enjoyed by the public that they even have repeat value.

16) The channel is very much open to findings from research. The only consideration for channels for their programmes is business consideration.

17) Their channel is youth-centric and focuses on the youth oriented programmes.

18) Their experience has been to conduct research and then give the viewer exactly what he/she wants. The challenge is in keeping the viewer engaged all the time.

19) The marketing team approaches the service provider for their advertisements.

20) There is no specific criterion for awarding prime time slots to the service provider.

21) The content of the advertisements plays a very important role in attracting viewer’s interest.

22) In their opinion, celebrity brand ambassadors are essential to break the clutter.

23) In the race for enhanced TRPs, the quality of the programmes is sometimes compromised.

24) Their ratings for the media are:
   a) Television
   b) Print
   c) Outdoor
   d) Radio
   e) Digital

25) The preferred contract term with the service provider is more than two months.

26) Entertainment and business consideration are the two criterions in prime time programming.

27) There has been a phenomenal increase in the number of telecom operators for advertising
in the prime time.

28) The afternoon prime is different from the evening prime.

29) The viewer’s do not interact with the channel on the contents of advertising.

30) There is no emphasis given to viewer’s feedback on preferred advertisements while
awarding prime time slots.

5.2.8. VISIT TO: TIMES NOW

MEDIA: TELEVISION CHANNEL

1) For advertising, it is the sales team which gets in touch with the advertising agency.

2) Their rates depend on the relationship they share.

3) They offer spots on all popular programmes like the coverage of the World Cup.

4) Their high rates are due to their stature as one of India’s leading television channel.

5) It is known as very clean, genuine news – centric premium news channel.

6) They do not encourage tobacco, pan and gutka advertisements.

7) They prefer not to do business with an advertising agency which is not accredited. It is a bad
reference for them.

8) They have a desire for good business to maintain their image of a premium brand.

9) The clients know it as a leading channel and the deals are smooth with the clients making
their payments on time.

10) The channel is very particular about the advertisements that are aired on their channel. For
instance, they had raised a strong objection to Amul Macho advertisements which had some
content which did not appeal to mass audience sensibilities.

11) They believe in ethics and are particular that their ratings do not suffer.

12) A good creative will always break the clutter. In their opinion, the Zoo Zoo advertisements of Vodafone were very creative and clutter-breaking.

13) Sometimes, advertisements define logic and are just made for the sake of being made without any major thought going into it.

14) It is a 24 hours channel catering to a class of people who are constantly watching important issues, talking and commenting about them.

15) Sometimes, an engaging and interesting campaign can be run even for a period of one month.

16) The channel also promotes the important newsmakers from all fields.

17) It is difficult to measure the business audience.

18) The morning news is very crisp and clear. It caters to an audience which is in a hurry to attend offices and work, but wants to know in a nutshell the happenings of the world. It is always a quick wrap-up.

19) In the evenings, the audience has much more leisure time. The normal practice is to invite 3-5 guests for a detailed discussion and view their perspectives. Their evening prime time is from 6 in the evening till about midnight.

20) Their opinion on celebrity brand ambassadors is, in absence of a good creative a celebrity will still break the clutter and help to get the advertisement noticed. However, in the absence of a celebrity to grab eyeballs a bad creative will be disastrous for the advertisement.
21) News today is fast paced. There are so many avenues like the internet, mobiles that the audience can get information that if they are not quick and agile the audience is lost.

22) The marketing team approaches the service provider for the advertisements.

23) There is no specific criterion for awarding prime time slots to the service provider.

24) The only consideration for the decision is the relation with the channel.

25) The content of the advertisement plays a very important role in attracting viewer’s interest to the advertisement.

26) In their opinion, celebrity brand ambassadors are essential to break the clutter.

27) They feel that in the race for enhanced TRPs (Television Rating Points) the quality of the programme is sometimes compromised.

28) For the telecom industry, their ratings of media are:
   a) Outdoor
   b) Television
   c) Print
   d) Radio
   e) Digital.

29) The preferred contract term with the service provider is generally one month.

30) There are no new trends in prime time programming.

31) There has not been a phenomenal increase in the number of telecom operators for advertising in the prime time.

32) The afternoon prime differs from the evening prime.
33) The viewer’s do not interact with them on the contents of the advertisements.

34) There is no emphasis given to viewer’s feedback on preferred advertisements while awarding prime time slots.

5.2.9. VISIT TO: RADIO MIRCHI 98.3.

MEDIA: RADIO STATION

1) The radio station is very sales driven. The marketing team concentrates on getting business for the client.

2) They prepare a pitch for the client and come out with innovative ideas.

3) They try to keep coming out with offers such as festival offers like Diwali, Christmas, Holi etc. and topical issues like cricket matches, launching of films etc.

4) One of their successful associations was the Vodafone – Mirchicaller tune tie-up.

5) The technology available today can used for innovative ideas to offer better deals to the clients.

6) During movie promotions, they charge higher rates. Advertising is for a premium at the time of release of a new film.

7) The prime time advertisements are generally given to advertisements of accredited agencies.

8) The advertisement space in radio is linear. The advertisements selected should be of high calibre.

9) The advertisements should fit the brand. For instance, if it is a family brand, the
advertisement should appeal to the family listeners.

10) Many celebrities also grace the radio stations on different occasions like promotion of their films, festivals, new year etc.

11) The content of the advertisement can build the brand appeal.

12) Every radio station is struggling to improve their programming to make it superior to the others.

13) They do not have any set format for their programmes. Original content is always appreciated.

14) Even television shows are promoted on radio stations in a big way. Radio Jockeys who come out with newer and innovative methods of programming enjoy popularity with the audiences.

15) If the content is average, the audience interest dwindles.

16) One of the advertisements which were hugely successful was the “Idea bhasha barrier”, which went on to be dubbed in Tamil, Gujarati etc.

17) Their rate differs from client to client. They strike individual deals with the client depending on what the client wants like launch of a new service, reminder advertising or at a competitive stage.

18) In their opinion, the life-span of an advertisement on a radio station is two weeks after which the audience interest dwindles.

19) For the past two years, radio stations are following the trend of RAM (Random Access
Memory). At an interval of every 15 minutes the radio station changes the mood of the music they play.

20) They offer differentiated music to different segments they cater to. They even offer selective music to the niche audiences.

21) They have come up with interesting concepts like “Sunday Suspense” to further their niche programming.

22) The prime time slots for the radio stations are 7 a.m. to 11 a.m. In the morning and 5 p.m. to 9 p.m. in the evening.

23) This is the time when office goers are travelling to work and coming back from work in buses, trains and cars.

24) For college going kids, the leisure time is afternoon when they tune in to radio channels.

25) Radio Jockeys get a lot of feedback for the advertisements. The response was very positive for Vodafone’s Zoo Zoos. The advertisement content generates a lot of reactions from the listeners.

26) Their radio shows are very interactive. The radio jockeys encourage the listeners to express their views freely. Particularly supportive reactions were expressed for the ‘anti-tobacco’ campaign.

27) The marketing team approaches the service provider for their advertisements.

28) There is no specific criterion in awarding prime time slots to the service provider.

29) The only consideration for the decision is agency accreditation.
30) The content plays an important role in attracting viewer’s interest.

31) In their opinion, celebrity brand ambassadors are not essential to break the clutter.

32) In the race for enhanced TRPs (Television Rating Points), they never compromise the quality of the programme.

33) The rating of media are:
   a) Television
   b) Radio
   c) Outdoor
   d) Print
   e) Digital

34) The preferred contract term with the service provider is generally two weeks.

35) Business consideration is the only criterion for new trends in prime time programming.

36) There has been a phenomenal increase in the number of service providers for advertising in the prime time.

37) The afternoon prime differs from the evening prime.

38) The viewers do interact with the viewers on the contents of the advertisements.

39) However, no emphasis is given to viewer’s feedback on preferred advertisements while awarding prime time slots.
5.2.10. VISIT TO: RADIO ONE 94.30

MEDIA: RADIO STATION

1) The rates of the prime time slots vary depending on the terms of every agreement.

2) The number of advertisers is increasing rapidly. There is tremendous pressure on the radio station to accommodate all the advertisements. But in an hour, they can run only 11-15 advertisements.

3) The number of telecom companies is increasing. They are all vying for their advertisements to be aired at prime time slots.

4) It does not matter whether the spot is small or long. For instance, the advertisement of Lexi pens was only a 30 second spot. But the content of the advertisement was so interesting that it made a huge impact on the listeners.

5) They never compromise on the quality of the programmes.

6) Most of the radio jockeys keep on talking about film stars and the information related to them. However, their policy is to focus more on music and music related information.

7) In their opinion, the “Saffola – heartbeat” campaign in association with Radio Mirchi was a very successful campaign.

8) They also believe that the best jury for their work is listeners. The listeners are an unbiased jury who judge the channel on the quality of the work they do.

9) The two most popular media are television and outdoor.

10) Their contract term varies from one month to two month and sometimes even a year depending on the deal.
11) Every radio station in the race to become No.1 is trying to churn out new programmes to suit audience tastes.

12) A new radio station called “Meow” was launched which only talked about the Hindi film industry all day. But it failed in the market as only talk about the film stars all day was repetitive and viewer’s interest dwindled.

13) A radio station to concentrate only on one topic was considered too nascent for audience likes. It has to be clubbed with other topics to offer an interesting mix and variety of programmes to keep the listener’s interest alive.

14) When they take up advertising they have certain norms they follow. They are particular about the language that the advertisers use in the advertisements.

15) The name of their radio station ‘Radio One’ signifies that they play one song at a time.

16) Their philosophy is to focus on music only. Their strategy is 13 songs per hour. They ensure that no song is repeated.

17) They are very particular about the quality of songs they play in their prime time which is from 7-11 in the morning and from 5-9 in the evening.

18) They get feedback from the listeners particularly about the advertisements the listeners have liked. For instance the Lexi pens advertisements received very positive feedback from the listeners.

19) Radio enjoys MPR (Maximum penetration reach) as it is the cheapest medium, does not require electricity, does not require literacy, does not require full attention, can be listened to while travelling and working and is present in each and every household in the urban and
rural areas.

20) The marketing team of the radio station approaches the service provider for their advertisements.

21) There is no specific criterion in awarding prime time slots to the service provider.

22) The content of the advertisement plays an important role in attracting viewer’s interest.

23) In their opinion, celebrities brand ambassadors are not essential to break the clutter.

24) They never compromise the quality of the programmes in the race for enhanced TRPs (Television Rating Points).

25) Their ratings of the media are:

   a) Television
   b) Outdoor
   c) Radio
   d) Print
   e) Digital

26) Generally, the preferred contract term with the service provider is two weeks.

27) The new trends in prime time programming are first entertainment, second business consideration and lastly social obligation.

28) There has been a phenomenal increase in the number of telecom operators for advertising in the prime time.

29) The afternoon prime differs from the evening prime.

30) The viewers do interact with the radio station on the contents of advertising.
31) However, there is no emphasis given to viewer’s feedback on preferred advertisements while awarding prime time slots.

5.3. VISIT TO SERVICE PROVIDER

5.3.1 MOBILE SERVICE: AIRTEL

1) They had an association with the advertising agency “Rediffusion DY & R “for the past ten years. Recently, they shifted to JWT and for their creative input, they shifted to Taproot.

2) They are the highest spenders with their spending touching 600 crores annually.

3) According to them, television enjoys the highest penetration. They use all the media available to make sure their brand reaches the market.

4) Their appeal is very high among college students as they offer very low rates of tariff which is suitable to them.

5) They have the best network amongst the mobile services, the maximum number of towers which has seen a remarkable jump in sales.

6) They believe in corporate communication with regular write-ups in the press. They also sponsor 3 to 4 college festivals every year.

7) Airtel has a tie-up with PVR cinemas for their brand to be displayed prominently at all their outlets. Airtel subscribers also enjoy the privilege of the best seats for all their shows.

8) Their articles are regularly printed in corporate newspapers like Mint and Economic Times.

9) They have used all the top celebrities like Sachin Tendulkar, Shah Rukh Khan, Saif Ali Khan and Kareena Kapoor. Most of their brand ambassadors are youth icons, achievers in their field and very popular with the masses.
10) One of the main reasons of their success story is their very low tariffs and their very strong network with high connectivity.

11) They were highly satisfied with the work of the advertising agency Rediffusion.

12) Their new campaign with the advertising agency JWT has it being portrayed with a foreign look. Based on international research, they have changed the way the brand name is written from capital ‘A’ to small ‘a’. According to the research the use of capital letters to spell the brand name depicts the arrogance of the brand. Beginning the spelling with a small alphabet, shows a human approach and connects with the target audience.

13) The celebrities always play an important role in getting the advertisements to get noticed.

14) The creative team is constantly trying to get new ideas to achieve higher sales.

15) They have a fixed and loyal base of regular consumers. Their close competitor is the brand ‘Vodafone’.

16) To maintain their premium connectivity they have over 6000 towers in each city so that their subscribers the best network possible.

17) For the higher classes and the corporate the tariff rates offered by service providers does not matter after a point. What matters the most is the network in which they are the best.

18) In order of priority the parameters they consider in awarding a campaign to the agency are:
   a) Creative team
   b) List of corporate clients
   c) Agency reputation
   d) Agency size

19) In their opinion, advertising definitely contributes to sales. The approximate contribution would be about 60 %.

20) The ‘idea’ plays a very important role in an advertising campaign.
21) Corporate communication plays an important role in enhancing sales.

22) According to them, spending high amounts on celebrity brand endorsements is fully justified.

23) In the race for one-upmanship on VAS, rates, tariff to woo the customer it results in the customer having the last laugh.

24) Their experiences while working with the current advertising agency have been quite satisfactory.

25) It is only a good advertisement that is important for an advertisement to be effective from a programming point of view.

26) The life cycle of a good advertisement in the consumer mind could be maximized to one month.

27) Their corporate communication includes write-ups in the press, advertisements and sponsorship of events.

28) They have quite a base of prosumers.

5.3.2. MOBILE SERVICE: VODAFONE

1) They have been associated with the same agency and the same creative team for the last 10 years.

2) Their observation is, if for a big brand one works with a small agency, it creates a clutter of campaigns without a common link.

3) The creative team works at the copywriting and artwork. They also share a good rapport with the client services department.

4) Their budget varies from campaign to campaign. Their budget can even go up to 600 crores annually if the campaign demands it.
5) The budget is based on the revenue generated by the brand. Previously, the brand was known as Hutch. When they changed the brand name from ‘Hutch’ to ‘Vodafone’, they had a huge advertising campaign to let people know of the change.

6) They focus a lot on customer interaction. They are constantly innovating based on the customer feedback they receive.

7) According to them, the idea is of utmost importance. A great idea to be successful must also be well executed.

8) The company is not PR driven. It gets written about due to its position as one of the leading players in the market.

9) They do release some articles on price management.

10) The company believes in 360 degree approach.

11) They have never had a brand ambassador. They have only used the cricketer Rahul Dravid for their chotta recharge scheme.

12) The whole competition in the telecom industry amongst service providers is a mutually beneficial situation for customers as well as for the service providers.

13) The ‘customer is king’ is their mantra and utmost importance is given to their feedback.

14) Their association with the advertising agency has been of mutual understanding. The agency has always delivered what they have needed.

15) In their decision for the choice of media, the media reach and media frequency plays a very important role. At the same time, the cost effectiveness of the media also needs to be kept in mind. They have to keep all these factors in mind while striking a balance for the media selection.

16) Music plays an important role in the popularity of advertisements. A great idea, well executed with fabulous makes the advertisement a creative delight.

17) Good advertisements are the key to delivering the message to the target audience.
18) They sponsor polo matches in Jaipur as a part of their corporate communication process. They call for press conferences whenever they launch a new scheme.

19) There are some publications released on behalf of the company. Advertising is the key to effective corporate communication. Based on their customer interactions, the advertisements are topical and aired on all the channels of communication.

20) For the marketing team to keep up with such a changing and hugely competitive industry it is stressful at times. But it is fulfilling and fun at the same time.

21) Vodafone has 23 circles. The circles of Maharashtra and Goa involve a great degree of marketing communication.

22) While awarding an advertising campaign to the advertising agency, the only parameter considered is the creative team of the advertising agency.

23) The budget varies from campaign to campaign, but it is 300 crores on an average.

24) In their opinion, advertising has significantly contributed to sales. The contribution would be 100%.

25) The idea in an advertising campaign is of utmost importance.

26) They do not believe that spending high amounts on celebrity brand endorsements is justified.

27) In the race for one up–manship on VAS, tariffs to woo the customer it results in win-win situation for both.

28) Their experiences while working with the current advertising agency can be described as highly satisfying.

29) From a programming point of view, it is the TRP (Television Rating Points) of a programme that plays an important role in getting the advertisement noticed.

30) The life-cycle of a good advertisement can be maximized to two weeks.

31) Their corporate communication includes advertising and sponsorship of events.

32) They have come across many prosumers.
5.3.3. MOBILE SERVICE PROVIDER: RELIANCE

1) They have a very strong planning team which works on the brand planning.

2) The team works on understanding the brand attributes and the areas in which they could communicate their positioning.

3) To get their message across they also work on regional campaigns.

4) They study the market in depth understanding the needs and credentials of the target consumers.

5) Their rating of the media is:
   a) Television
   b) Print
   c) Radio
   d) Digital

6) As a marketing team they play different roles. They have to understand and adapt to changes. They have quickly called for action the minute a competitor announces a drop in prices or tariff or announces a new scheme.

7) Their business campaign is based on the principle of 50-50, 50 % on the brand value and 50 % of the advertising campaign.

8) They had a huge advertising campaign for the launch of heir 3G services.

9) Their technology is of CDMA with the features of GSM.

10) They keep on upgrading their technology so that they can offer the best to the customers.

11) Their advertisements are related to real life situations depicting how their technology helps the customers in their business, work and makes their life simpler.
12) The core idea of the brand is solving problems. The brand works on their problem solving ability to break the clutter.

13) They have also used celebrities from time to time prominent among them are cricketers Ishant Sharma and M S Dhoni and the very popular Hrithik Roshan.

14) They are very particular that the celebrity must fit the brand and must be identifiable by the target audience.

15) The service provider is constantly working to cope with the competition from the leading players in the telecom industry.

16) Their corporate communication process is like cogs in the wheels. They have many paid events which highlight their brand. Their channel association includes channels like ET NOW and Headlines Today.

17) They also have a string Public Relations team.

18) In today’s competitive market, it is mutually beneficial situation for both the customer as well service provider.

19) Their budget varies from campaign to campaign.

20) The maximum time that an advertisement can hold audience is three weeks.

21) While awarding an advertising campaign to an advertising agency, the parameters in order of importance are:

   a) Agency Reputation

   b) Creative team

   c) Agency size

   d) List of corporate clients

22) The approximate budget for the advertising campaign is about 300-400 crores.
23) In their opinion, advertising has significantly contributed to sales. The approximate percentage would be 60%.

24) The idea in an advertising campaign would play an important role in the success of an advertising campaign.

25) Corporate communication also plays an important role in enhancing sales.

26) Spending high amounts on celebrity brand endorsements, according to them is not justified.

27) In the race for one up –man ship on VAS, rates, tariff to woo the customer it results in customer having the last laugh.

28) Their experiences while working with the current advertising agency can be summarized as satisfactory.

29) To be effective from a programming point of view, the advertisement needs to be a good advertisement.

30) The life-cycle of a good advertisement in the consumer mind can be maximized to two weeks.

31) Their corporate communication includes all the four elements that is advertising, sponsorship of events, write-ups in the press and public relations.

32) They have a huge base of prosumer, HDFC (Housing Development Finance Corporation) being prominent among them.

5.3.4. MOBILE SERVICE: TATA INDICOM

1) While awarding a campaign to the advertising agency the parameters in order of importance are

   a) List of corporate clients
   b) Agency reputation
   c) Creative team
d) Agency size

2) Their approximate budget for the advertising campaign is about 250 crores.

3) In their opinion, advertising has significantly contributed to sales. The approximate percentage increase in sales is about 40%.

4) The idea is very important for the success of an advertising campaign.

5) Corporate communication also plays a very crucial role in enhancing sales.

6) They do not feel that spending huge amounts on celebrity brand endorsements is justified.

7) In the race for one-upmanship on VAS, rates, tariff to woo the customer it has resulted in the customer having the last laugh.

8) Their experiences while working with the current advertising agency can be summarized as satisfactory.

9) From a programming point of view, the only criterion for the success of an advertisement is that it is a good advertisement.

10) The life-cycle of a good advertisement in the consumer mind can be maximized to two months.

11) Their corporate communication includes public relations, write-ups in the press, advertisements and sponsorship of events.

12) They have come across prosumers.

5.3.5. MOBILE SERVICE: UNINOR

1) The service was launched on 3rd December 2009. It was started as different platform.

2) It was started in 8 circles. In Mumbai, it was launched on June 1st.

3) It is 14th operator in the mobile services market.
4) The telecom industry is very competitive. To meet the competition the service provider drastically slashed margins.

5) They set up towers to get a good network for the service.

6) They focus on the average user in trying to bring his cost down.

7) Their scheme of 1 paisa with a 60 % discount was hugely popular.

8) Their annual budget spend on advertising would be in the range of 300-400 crores.

9) ON an average, they 35-40 crores per campaign.

10) It is new brand trying to establish its brand service. Their marketing communication has to be very visible.

11) Across India, they have launched a very eye-catching campaign.

12) They started off with a very different and innovative campaign. It was a serious campaign depicting the new ambitious India which fantasizes about achieving their dreams.

13) It was a very vibrant, and emotional campaign targeted at high end customers.

14) However, in August they launched the 1ps campaign aimed at the masses. It catered only to the prepaid segment.

15) It immediately brought up the image of the brand. It helped in bringing out the brand perspective to the target consumer and served as a brand building exercise.

16) The company is very public relations (PR) driven. Mumbai as a market is very media sensitive. They keep on launching newer and newer campaigns with good storylines.

17) Corporate social responsibility (CSR), marketing, public relations (PR), advertising, corporate governance is all a part of their strategy.

18) According to them, top film stars and cricketers appeal to the masses. Brand ambassadors help in creating an identity for the brand.
19) The common man identifies with the brand ambassador. Many customers are loyal to the brand ambassador endorsing the brand and stick with the brand.

20) Post-paid is generally used by high-end users.

21) Good advertisements make the brand visible. It also helps in improving the TRPs (Television Rating Points) of the brand.

22) The customer is bombarded with advertisements which have a very high visual appeal. They have a conservative approach when it comes to media and go in for the traditional media.

23) The whole appeal of the brand is that it is a value based brand.

24) To visualize an advertisement mentally is comparatively easy.

25) However, the challenge is in execution. After the hard work when they come out with the outcome it is a good experience.

26) They work towards giving a look to the brand which is effective and connects with the customer.

27) While awarding a campaign to the advertising agency, the parameters in order of importance are:

   a) Agency reputation
   b) List of corporate clients
   c) Creative team
   d) Agency size

28) The approximate budget for the campaign is about 400 crores.

29) In their opinion, advertising has significantly contributed to sales. The approximate percentage increase in sales is about 50%.

30) The idea is important for the success of an advertising campaign.

31) Corporate communication plays an important role in enhancing sales.
32) They feel that the high amounts spend on celebrity brand endorsements is justified.

33) In the race for one-upmanship on VAS, tariff, rates to woo the customer, in their opinion it has resulted in the customer having the last laugh.

34) Their experience while working with the current advertising agency can be summarized as satisfactory.

35) According to them it is more important for an advertisement to be a good advertisement to be effective from a programming point of view.

36) The life cycle of a good advertisement in the consumer mind can be maximized to one month.

37) Their corporate communication includes public relations, write-ups in the press, advertisements and sponsorship of events.

38) They have come across prosumers.

5.3.6. MOBILE SERVICE: TATA DOCOMO

1) They worked on a new creative to launch the service in a big way around Diwali time.

2) It was a huge national campaign using all possible media including television, radio, banners, pop (point of purchase).

3) They put up hoardings in all the cities including Mumbai, Goa....etc.

4) Their advertising agency Draft FCB Ulka were given the brief. They came out with the idea and the artwork.

5) They were the 11th operator in the mobile services market.

6) They introduced the concept of per second billing.

7) The agency acts as catalyst for the target consumers to understand and adapt the campaign.
8) They introduced many new schemes at POS (Point of sale) like GPRS, VAS etc. To attract both current as well as new customers.

9) It is the third largest print advertiser in the market after Airtel and Vodafone.

10) They have managed to create a distinct image in the consumer’s mind.

11) Their brand imagery consists of press events, sponsorship of events and public relations.

12) According to them, celebrity brand endorsements will be beneficial only if it is a long term association, like that of Shah Rukh Khan and Nokia. It should not be done just because it is in fashion.

13) If it is not a good campaign, just being churned out because the competitors are doing so, it will not be successful.

14) The artwork and illustration need to be effective for the advertisement to be effective.

15) They do sponsor college festivals like NM College’s Umang as a part of their marketing strategy.

16) Many telecom operators are using strategies with promotional offers like free calls, special tariffs and different call rates. However, they have always stressed on superior network and high connectivity.

17) Their public relations (PR) write-ups are very brief. But they do get their share of mileage in the media.

18) Sometimes, the agency’s idea is so outstanding that they go hand in hand with the product and it really helps the brand. The money spend on television commercials are well worth it as the campaign makes an impact.

19) However, the pricing keeps on varying as per the changes in the market, the competition as well the company’s policy.

20) While awarding a campaign to the advertising agency, the parameters considered in order of importance are:
a) Agency reputation
b) Creative team
c) List of corporate clients

21) The approximate budget for the advertising campaign is about 200 crores.

22) In their opinion, advertising significantly contributes to sales.

23) The approximate percentage increase in sales would be 60%.

24) The ‘idea’ of an advertising campaign is very important for the success of an advertising campaign.

25) The corporate communication does not play an important role in enhancing sales.

26) According to them, spending high amounts on celebrity brand endorsements is justified.

27) In their opinion, in the race for one-upmanship on VAS, rates, tariff to woo the customer it results in the customer having the last laugh.

28) Their experiences while working with the current advertising agency can be summarized as satisfactory.

29) For an advertisement to be effective from a programming point of view, the TRP (Television Rating Point) of the programme is very important.

30) The life – cycle of good advertisement in the consumer mind could be maximized to one month.

31) Their corporate communication includes public relations, write-ups in the press, advertisement and sponsorship of events.

32) They have come across prosumers.

33) Their stress in the process of corporate communication is on advertising.

5.4.: VISIT TO ADVERTISING STANDARDS COUNCIL OF INDIA (ASCI)

1) It is not a government of India body. It was formed in 1985 and has already completed its silver jubilee.
2) There are four bodies connected with it:
   a) Advertising agencies
   b) Media
   c) Advertisers
   d) Aligned professionals
3) The media institutions conduct research on the advertising of products and services.
4) The government has its own censor board. However, this body was formed as they felt that the censor board was not doing such a good job.
5) There is a code of ethics which the advertisers have to adhere to. If this also does not work, the complainants take recourse to the legal framework.
6) There are no pre-clearances to an advertisement that is why the advertisers make an advertisement and directly air it on television.
7) If the code of ethics is violated the channel as well as the advertiser are served a show cause notice.
8) There are lakhs of advertisements against which ASCI has received complaints.
9) There is no pre-censor for advertising. A small country like New Zealand also receives complaints against their advertisements on an average for 200-300 advertisements.
10) There are three types of complainants:
    a) 50% come from the viewer/consumer
    b) 40% are intra–industry
    c) 10% are by ASCI itself
11) The process is:
    a) They write to the advertiser regarding the complaint.
    b) They give them a period of 15 days to apologize and respond.
c) The identity of the complainant is concealed.

d) If after the notice period, the advertiser does not respond they take action against them.

12) Their board of governors consists of 16 people:

   a) 4- From Advertising field
   b) 4-From Advertising Agency
   c) 4- From Media
   d) 4- Allied professionals

13) An advertiser is expected to be truthful and honest. Primarily, there are four types of violations:

   a) Advertisements are false and misleading
   b) Advertisements are indecent
   c) Advertisements not fair in their competitive methods
   d) Advertisements promote unsafe practices.

14) In the telecom sector, they received complaints for the ‘Idea- Walk and Talk’ campaign. In the advertisement the celebrity is shown along the car highway and on a parapet. This was considered unsafe as if emulated by youngsters – walking and talking at the same time could be dangerous and could lead to accidents.

15) They also received complaints for the Reliance and Tata advertisements.

16) In the year 2010, on an average for every 20 advertisements they received complaints for about 11 of them.

17) They also get a lot of queries about the advertisements.

18) The advertising spend on an average is about 24000-25000 crore for about 4, 00,000 crore worth of goods in the market.
19) Working on this body involves about 10-12 hours of work daily. But for them it is a passion which keeps them going. They enjoy themselves.

20) They command respect as it is an autonomous body striving to improve the quality of advertising whose aim is to see to it that unethical and unsafe practices are not promoted in advertising.

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