CONCLUSIONS & SUGGESTIONS
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A) Mass Media of Tomorrow

The Mass Media are on the threshold of a major technical revolution, with consequences perhaps even further reaching than those which accompanied the rise of radio in the 1920’s and 30’s and of television in the 1940’s and 50’s. Although some media organizations have begun to prepare themselves for the events to come, most of the planning has been on the technical side, with thus far little consideration of the consequences for the content and character of mass communication. The mass media in America and Western Europe compete strongly for audience interest and advertising revenues. This creates a tendency to think in immediate terms and perhaps inhibits long range speculation. This chapter will also deal with some of the problems that the mass media would face in the rest of this century, without suggesting solutions.

1. Forms of Mass Media: Since the rate of invention grows as the existing base of technology expands, the changes in the next three centuries will be even more dramatic than those of the last three. In that last three centuries we have had our communications capacities enlarged by web offset and color gravure printing, photocopying, teletypesetting, talking motion pictures and television (both first black and white and then in color), miniaturized and printed circuitry, communications satellite, audio and video tape recording, microphotography, and electronic data processing. Although the mass media which existed inventions, they have not vanished. As we try to read the future, it seems reasonable to expect that today’s media will continue to exist, but also that their form, function and content will undergo radical modifications.

2. Impact of Media on Society Today and Tomorrow: In our developed world we can foresee a steady rise in education; in the specialization of interest in work productivity; in income; in leisure time. All these forces point to an accelerating demand for information to all kinds, for culture, for entertainment and pastimes to fill leisure.

The great cities of the world will continue to expand in size and to absorb an increasing proportion of the growing number of people. Along with the social and psychological problems of a changing, mobile population come the material problem of urban congestion, the choking of transportation networks
the degeneration of the architectural landscape. The resulting changes in the quality of life will profoundly affect the traditional role of the mass media as expressions of a community’s identity and spirit.

International press services and space satellite broadcasting are symptomatic of the growing worldwide inter-connections in mass communications. If we want to be optimistic we might predict that in the shadow of nuclear destruction, international politics will rely more heavily on communications and less on military power. If the future were to take this happy course, it would surely change the function of the mass media as a force for national cohesion, and expand their potential as the principal means of creating a common vocabulary of ideas among all men.

The development of mass media will be profoundly influenced by the global confrontation of rival political forces and by the widening gap between what the great Chinese leader and eminent poet and athlete Mao Tse-tung called the city and the country - the industrialized nations with a firm of hold on the emerging technology and the agrarian nations for which this technology represents largely rumours and receding hopes. The world-wide explosion of population (which shows no serious signs of abatement and cannot be stopped except by emergency measures) will in twenty years outstrip mankind’s existing food supply capacities. How, in the case of famine, can we fail to foresee continuing political tensions and upheavals - quite apart from those directly inspired by ideology? How can there fail to be a continuing material and psychological dependence on the technically advanced countries by the impoverished peoples?

The gap between rich and poor nations will for some time cause new and old mass media systems to co-exist at sharply different levels of technology - just as today there are nations which have no television and even a few without indigenous mass media of any kind.

Parallel to the divergence in outlook between the advanced and backward countries is the growing difference within the advanced countries between the technical elite and the untrained mass, between those who feel a sense of participation and control over the changing course of society and those who think of themselves merely as consumers. The continuing contradictions, variations and anagognism within human society will in themselves insure the continued existence of parallel mass media systems - primitive and advanced - on both the local and international levels for many years to come.
The home information system of the future they have its visual center in a large mirror on the wall, a mirror which at our command will present an illuminated reproduction of any kind of information we want. This information may take the form of written language letters and words as they now appear on the daily newspaper or magazine page. We can summon up these messages to our command by predesignated codes which will yield the particular kind of information we are interested in. Through another system of controls (perhaps using an electronic pencil) we might get pictures to illustrate the words which interest us, just as we might be able to get the full story if the headline is intriguing. A news to a photograph of the occasion - and in either case we could instantly get a facsimile copy. Another control might bring us the sound of the speaker’s voice or the filmed visual record.

Today a few pennies can buy a newspaper or magazine, or hours of radio or television. The systems just described would be prohibitively expensive to install and operate in today’s economy, and with today’s information needs. And yet can anyone doubt that the time is not distant when they will represent reasonable and economical methods?

The great advantage of symbolic communication through print is that it may be skimmed or scanned and then dipped into selectively for the information that the reader wants to absorb in greater depth. The reader of a newspaper or magazine, like the reader entering a public library, is simultaneously engaged in two different processes of handling information.

(a) He has certain exceptions and wishes he can fulfill by turning immediately to the probable source of what he is interested in. In the library he may go immediately to the shelves which deals with books on a certain subject or by a certain author. In the newspaper he can turn immediately to the pages which carry the stock market quotations, the sports results or the motion picture reviews.

(b) The great advantage of having an open visual display in a storehouse of information in the opportunity for chance discovery of unanticipated treasures which arouse interest and further investigation. The browser in the library finds books on subjects that he had not thought of reading about. The reader of a newspaper or magazine encounters articles on subjects which he could not possible have expected in advance. We
very quickly filter out, from all the information which confronts us visually, the particular bits which arouse our interest and encourage us to further pursuit. This kind of skimming cannot take place with the same efficiency in a time bound medium. We can flick the radio dial until we come upon the particular kind of music we want to hear or until we hear a station that speaks our language. But to hear a program which we anticipate with pleasure, we must inform ourselves in advance and adjust our time schedule to that of the broadcaster.

As we increase our technical capacity to manipulate mass communications selectively for our individual purposes, its borderline with private communication becomes more and more indistinct. The essence of mass communication is that it makes possible the wide diffusion of identical messages, but this characteristic and sequence of the messages he receives.

The telephone is a private instrument. But we use the telephone as a mass medium when we call a number to get a recorded announcement of the exact time or the weather forecast or a report on traffic conditions. When the housewife calls the confectioner to ask the price of a cake piece she is using it as a private medium. But she does not merely get information from the confectioner; she can use the system to order what she wants; communication works both ways. And soon as the existing telephone system becomes more complex, ordering, record-keeping and billing can be handled more efficiently, though also more impersonally, without the presence of a human being at the other end of the line.

The creation of a “twilight zone between private and public communications” can hardly mean an end to the mass media as we know them. But today’s mass media are unlikely to keep their present form and function in the world of the future. The content of existing media may undergo drastic change, just as fiction has been almost eliminated from radio as a result of less than two decades of television. We can best assume that for a long time to come there will continue to be diverse systems of media operating in competition with each other at different stages of technological sophistication, subject to different kinds of regulation and financial support.

The central issues of advertising and society can be divided into three categories, as depicted in figure. The first category represents the nature
and content of the advertising to which people are exposed. Is the practice of advertising inherently unethical? Are appeals used that manipulate consumers against their will? There are a variety of issues associated with taste. Is advertising too repetitious, too silly, too preoccupied with sex? Does it irritate or offend the audience member? Family, there are questions about the fairness of advertising to children, especially when the sugar products involved could adversely affect their health. In essence, this category, the nature and content of advertising, considers the means rather than the ends of advertising, the means being the copy and media tactics used.

The remaining two categories represent the aggregate effects of advertising on society as a whole. These are often called secondary consequences or effects. One of these is the effect on society’s values and lifestyles. There are those who believe that advertising competes with or dominates such other socialization agents as literature, plays, music, the church, the home, and the school; that it fosters materialism at the expense of other basic values; that it may serve to reinforce sexual or racial discrimination; or that it promotes harmful products. The second is the effect of advertising on society’s economic well being and on the efficiency of the operation of the economic system. To what extent can the power of advertising lead to the control of the market by a few firms, which will weaken competition and raise consumer prices? What is the economic value of advertising as an efficient mechanism for communicating the existence of new products? To what extent does it subsidize mass media?

B) NATURE AND CONTENT OF ADVERTISING

Ethics

Is it ethical to advertise cigarettes or to engage in alcohol advertising, which might persuade young people to start smoking and drinking? These and other questions of advertising and marketing ethics have become subjects of heated debate in recent years. Two new book-length treatments of marketing ethics have appeared in the early 1990s. Gene Laczniak notes that literature on marketing ethics has moved from nonmainstream into mainstream publications and that a much wider range of ethical issues and concerns are now being addressed such as packaging, professional services advertising by physicians, attorneys, and accountants, and emerging social issues about environmental or green marketing. In other words, advertising and marketing ethics is being legitimized as a regular subject for teaching and research. There
are now various normative and descriptive models of ethics. Normative models attempt to assemble the factors that ought to be weighed in reaching ethical decisions. Descriptive models focus on describing the processes marketers use in adjudicating a marketing issue. And, efforts are being made to test empirically some of the propositions from these models.

Donals Robin and R. Eric Reidenbach argue that the direct adaptation of moral philosophy principles to marketing is unsuitable. Marketing must develop its own philosophy of ethics. Time, history, and context are important considerations that constrain the appropriateness of traditional moral theories. Moral philosophies are designed to prescribe how humans should behave, not how business organizations should behave. Three important constraints on marketing are imposed by society, capitalistic objectives, and human capacities and limitations. The degree to which any of the basic marketing functions are ethical or unethical must be measured within our understanding of their history, the times and context in which they are applied, the expectations of society, the requirements of capitalism, and our best understanding of human nature. For example, it is not appropriate to claim that marketing is unethical because it is profit-oriented or because it distributes utility according to merit rather than some other way. And persuasion should not be considered ethical or unethical until we understand the setting in which it is applied - it could be ethical in a sophisticated advanced society and unethical in a developing country. Puffery is another good example of where the situation is of particular importance in understanding ethical and unethical marketing behavior. Alan Dubinsky and Barbara Loken have developed a model which addresses some of these issues.

Ethics has received increased attention in recent years because of business and government practices which have aroused public ire and indignation such as stock market scandals, insider trading on Wall Street, the collapse of savings and loan associations resulting from unethical (but not necessarily illegal) behavior, junk bonds, defense procurement, and crooked politicians. John Kenneth Galbraith, a famous economist, argues that we are undergoing an economic hangover from a “Binge of Greed” in the 1980s. Donal Kanter argues that events such as these have produced a nation of cynics and that this cynicism spills over into people’s views toward advertising. Many are challenging the ethics of agency executives who accept commissions for developing advertising to sell cigarettes, for example. S.D. Hunt and L.B. Chonko found that agency
executives are not as concerned about the ethics of their behavior as they are about agency/client/vendor relations and about the effectiveness of the advertising message. Many corporations are making ethical issues a proactive part of the planning process and are creating the position of ethics officer. Martin Marietta created a board game called Gray Matters to alert employees to ethical dilemmas and to teach the company's ethical standards. In response to the increasing attention and concern, many of the nation's leading business schools have incorporated ethics courses into the curriculum.

There is considerable overlap between what many consider to be ethical issues in advertising and the issues of manipulation, taste, and advertising's effects on values and lifestyles reviewed in this chapter. In what follows, we will therefore consider ethics from these various viewpoints. In the next section, for example, we review motivation research in the context of the manipulation issue. Although the motivation research user may not have absolute power over consumers, there are still ethical questions associated with its use. Is the practice of conducting depth interviews to attempt to isolate hidden motives acceptable? It is one thing to probe in an analyst's office for medical reasons but another to do so in the home or laboratory for commercial reasons. Can interviewers be sure that such an experience will not do psychological harm? And, what about the common situation wherein a respondent is not told the actual purpose of the interview? These issues really focus on the research effort itself.

Motivation research made a strong impact on marketing in the 1950s. Many saw it as a decisive and powerful marketing tool. Furthermore, it received widespread attention beyond marketing professionals by such books as Vance Packard's The Hidden Persuaders. The result was a feeling that advertising could indeed identify subconscious motives and, by playing on these motives, influence an unsuspecting public. The result was an Orwellian specter of the consumer's subconscious being exposed and manipulated without his or her knowledge.

The concept of the consumer being manipulated at the subconscious level reached its zenith with a subliminal 1956 advertising experiment by James Vicary. In a movie theater, he flashed the phrases, "Drink Coke" and "Hungry. Eat popcorn" on the screen every five seconds. The phrases were exposed for 1/3,000th of a second, well below threshold levels. The tests, which covered a
six-week period were reported to have increased cola sales by 57 percent and popcorn sales by 18 percent. The concept of subliminal advertising operating at the subconscious level really suggested manipulation. However, this test lacked even rudimentary controls and has not been replicated. Furthermore, many other tests of subliminal communication in an advertising context have had negative results. There is, therefore, an overwhelming consensus among the advertising professional community that subliminal perception simply does not work.

Joel Saegert, however, has suggested that perhaps this conclusion might be premature. One marketing study did generate significantly greater “thirst ratings” by subjects exposed subliminally to the word Coke than other subjects exposed to a nonsense syllable word. Furthermore, psychologists have been able to increase indications of existing traits such as depression, homosexuality, and stuttering by subliminal stimuli, but only where these traits already existed in the subjects. Clearly, these studies only raise the possibility that subliminal communication might be able to bring unconscious motives to the surface, not that it could create or change motives.

The communication of factual information about a product’s primary function is usually accepted as being of value to the consumer. However, when advertising utilizes appeals or associations that go beyond such a basic communication task, the charge of manipulation via emotional appeals is raised. Tibor Scitovsky declared

To the extent that it (advertising) provides information about the existence of available (buyer) alternatives, advertising always renders the market more perfect. If advertising is mainly suggestive and confined to emotional appeal, however, it is likely to impede rational comparison and choice, thus rendering the market less perfect.

The implication is that consumers will be led to make less than optimal decisions by such emotional appeals. The FTC reviewed several hundred proposed television commercials. FTC Commissioner Mary Gardiner Jones observed that “a typical theme running through these commercials is to hold the product out as the pathway to success and happiness and the antidote to what is otherwise a drab, boring, or lonely life. Thus, dishwashing liquids are advertised as sweeping away the dullness of life. They are the housewife’s pathway to beauty and romantic excitement. Their use will make the whole world soft and
gentle. Bath soaps have a similar rejuvenating capacity. Use of these products is associated with cool sophistication, weddings, traveling, entertainment and enjoyment of life at its unhampered best...

These observations are related to issues of deception. The line between artistic license and deception is something hard to draw. Is an advertisement an innocent, entertaining exaggeration that few will take seriously, or is it really capable of deceiving? Jones's observations also involve some definitional issues. How should such basic concepts as product, Greyser have noted that different people writing about advertising have radically different perceptions of these key concepts.

**Power of Modern Advertising**

There also exists a somewhat more general claim that advertisers have the raw power to manipulate consumers. Many companies have the capacity to generate large numbers of advertisement exposures. Furthermore, some observers believe that these companies can utilize highly sophisticated, scientific techniques to make such advertising effective.

**The Appeal**

In an open letter to the Detroit News entitled "You Dirty Old Ad Men Make Me Sick," a reader took issue with the use of sex in advertising. In making her case, she described several advertisements:

> A love goddess runs down the beach, waves nibbling at her toes, her blond streaked hair sweeping behind wide, expectant eyes. A filmisy garment clings to every supple curve. She runs faster, arms open, until finally she throws herself breathlessly into HIS arms. Where’s this scene? Right in your living room, that’s where. Wild and passionately aroused, she can’t stop herself. She runs her fingers through his hair, knocks his glasses off, and kisses him and kisses him again. Who’s watching? Your nine-year-old daughter as she sits on her stuffed panda bear and wipes jelly off her face.

The letter received considerable response from advertising professionals. Some argued that advertisements, as long as they are not obscene, reflect society and its collective lifestyles. They observed that nudity and the risque are part of the contemporary world in which advertising is embedded. Others agreed that sex is overused and suggested that effective advertising can be created without titilating.
To some people, advertising, especially television advertising, is often like a visitor who has overstayed his welcome. It becomes an intrusion. Greyser postulates a life cycle wherein an advertising campaign moves with repetition from a period of effectiveness, and presumably audience acceptance, to a period of irritation. The cycle contains the following stages:

1. Exposures to the message on several occasions prior to serious attention (given some basic interest in the product)
2. Interest in the advertisement on either substantive (informative) or stimulus (enjoyment) grounds.
3. Continued but declining attention to the advertisement on such grounds.
4. Mental tune-out of the advertisement on grounds of familiarity.
5. Increasing reawarenss of the advertisement, now as a negative stimulus (a irritant).
6. Growing irritation.

Does advertising create or foster materialism or merely reflect values and attitudes that are created by more significant sociological forces? Mary Gardiner Jones develops the argument that advertising, especially television advertising, is a contributing force:

The conscious appeal in the television commercial... is essentially materialistic. Central to the message of the television commercial is the premise that it is the acquisition of things which will gratify our basic and inner needs and aspirations. It is the message of the commercial that all of the major problems confronting an individual can be instantly eliminated by the application of some external force - the use of a product. Externally derived solutions are thus made the prescription for life's difficulties... In the world of the television commercial all of life's problems and difficulties, all of our individual yearnings, hopes and fears can yield instantly to a material solution and one which can work instantly without any effort, skill or trouble on our part.

Associating advertising with materialism, of course, does not demonstrate a causal link, as Commissioner Jones would be the first to recognize. In fact, such a link is impossible to prove or disprove. It is true that advertising and the products advertised are a part of our culture and thus contribute to it in some way. It is also true, however, that advertising does not have the power to
dominate other forces (family, church, literature, and so on) that contribute to the values of society.

Rebecca Quarles and Leo Jeffres, in a study of fifty-three countries found little support for John Kenneth Galbraith's view that advertising is a pervasive force in altering consumer spending and savings habits. The authors conclude that income appears to lead to consumption, which, in turn, leads to advertising. Susan Spiggle, in a content-analysis study of underground comics, found that, contrary to expectations, even counterculturists adopt materialistic values. Underground comics were dominated by materialistic concerns and more positively depicted materialistic pursuits than Sunday comic strips. Counterculturalists do not reject materialism but simply adapt it to their lifestyles.

Main findings of the study

To analyse the collected data, various statistical tools such as the methods of averages, percentage and Chi-square test were used to test the null hypothesis.

Main Findings

(i) More advertising copies of companies appeared in all selected magazines in 1973 as compared to the year 1969.

(ii) The use of sexually attractive female in advertising copies was being used at increasing rate. The advertisements with the sexually attractive female were common for fans, refrigerators, radio and various other electrical appliances.

(iii) The main emphasis in the text was on convenience and handling aspect of product, followed by the quality aspect of product.

Hurdle in the enactment of Advertising Legislation

The main hurdle before the legislature is that whether enactment of such act would violate fundamental right given by the Indian constitution of India under Article 19(1)(a).

To clear the doubt researcher has gone through the various decisions of High Court and Supreme Court and researcher found that fundamental
right cannot be a hurdle before the legislature of advertising legislation.

Article 19(1)(a) states as under -

Article 19(1)(a) All citizen shall have the right to freedom of speech and expression.

Noting in subclause (a) of (1) shall affect the operation of any existing law, or prevent the State from making any law, in so far as such law imposes reasonable restrictions on the exercise of the right conferred by the said sub-clause in the interest of sovereignty and integrity, public order, decency, morality or in relation to contempt of court, defamation or incitement to an offence.

On the plain reading of the Art. 19(1) (a) question again comes before the researcher that what is meant by 'reasonable' because the constitution of India has not defined the exact meaning of 'reasonable', the meaning of the word reasonable is the meaning drawn by the various High Courts and Supreme Court after interpretation of word 'reasonable' considering various facts and circumstances of the each case. The word 'reasonable' in one case be 'unreasonable' in another case.

Advertising warfare is another marketing gimmick that marketers are presently using in order to capitalize on customer's emotion. The technique has succeeded where the markets are volatile and customer's emotion dominates marketing of particular products. Following are the major conclusions drawn after analysis of the advertisements.

(1) NATURE OF THE COMPANIES INVOLVED IN ADVERTISING WAR:

Indian market is still by and large a sellers market barring the products. There is almost in all cases dominance of sellers and situation of oligopoly can be observed. A few number of sellers dominate the market giving limited chances to the buyers to bargain and detect their terms.

Advertising warfare is observed in case of companies where a large number of popular brands exists or customer’s psychology hinges more on emotional appeal. In such cases companies are trying to prove supremacy of their products by aggressive advertising campaigns. For example soft drinks, salts, vehicles, soaps etc.
(2) **NATURE OF CAMPAIGN:**

Tough on a broad scale, advertising warfare is appeared to be a campaign to prove supremacy of one's product it has different shades which vary slightly from each other. Such advertising can be classified in the following four categories.

(i) Direct Attack advertising.

(ii) Indirect Attack advertising.

(iii) Aggressive advertising, and

(iv) Suggestive advertising.

(3) **MARKETING SITUATIONS WHERE ADVERTISING WAR IS PREVALENT**

Marketers are using advertising war campaigns for different purposes such as to impose a new idea, new product or a product with some modifications which is recently introduced in markets. For example, The Standard Batteries Ltd. has introduced a new battery after entered into collaboration with Furukawa of Japan. The launching of this new battery resulted into, which is shown in table.

**Table : War of slogans**

<table>
<thead>
<tr>
<th>The Standard Batteries Ltd.</th>
<th>Chloride Industries Ltd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Stop 5 Maruti 1000s, and 4 of them will have Standard Furukawa Batteries under the hood. The 5th will stop by itself, anyway.</td>
<td></td>
</tr>
<tr>
<td>(2) New Idea Stop living in the past.</td>
<td>India’s second freedom movement.</td>
</tr>
</tbody>
</table>

**Table : War of Slogans**

<table>
<thead>
<tr>
<th>TVS washing machine</th>
<th>Videocon Washing Machine</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) To get the best washing machine for around Rs. 9000 open the lid. If you see Impeller, you aren’t</td>
<td></td>
</tr>
</tbody>
</table>
getting enough cleaning power See how you can clean
for your money. clothes without the Boh.
If you see Agitator, you are Hum, Let’s see and where
getting the best cleaning power are the instructions?
for your money.
2) Amazing but true.
This Rs. 9000 washing machine Bring home the leader.
does the job of 2 Rs.7000 washing machine.

3) Super clean, Super gentle. The campaign of the Standard Battery was naturally and
automatically reacted by the Chlorides, the competitors by using another slogans
which is sited above. Similar slogan war was occured in case of TVS and
Videocon washing machine which is shown in table.

The analysis of these slogans there is a king fight to capture larger
market share by overtaking the competitor’s products, his image and standing.

(4) Assaults and Attacks :
The advertising war has resulted into attacking the competitor’s
image and even in unissueuce of unethical and obscure advertisements.
Following slogans used by Parle and Pepsi explain it very well.

**Attacks and Counter Attacks**

<table>
<thead>
<tr>
<th>Attacks and Counter Attacks</th>
<th>Parle and Coke</th>
<th>Pepsi</th>
</tr>
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<tbody>
<tr>
<td>1) Parle introduced 500 ml bottle, saying Maha Double not too big never flat, the right size two. Fits snugly into your refrigerator.</td>
<td>Pepsi introduced 1 liter bottle, saying BIGGER, BETTER, BARGAIN</td>
<td></td>
</tr>
<tr>
<td>1) &quot;Who put the wrong choice in our fridge baby?&quot; &quot;Sorry dear! I’ll get you a Maha Double instead.&quot;</td>
<td>After series of these three ads Pepsi’s response is ..</td>
<td></td>
</tr>
<tr>
<td>2) &quot;Mom who put this 1 lit. cough syrup in our fridge?&quot; &quot;Sorry dear .... “</td>
<td>It’s a pity. Sometimes good taste causes...</td>
<td></td>
</tr>
<tr>
<td>3) &quot;Darling, let’s get some fizz back into our lives!&quot;</td>
<td></td>
<td></td>
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270
"Sorry dear..... "
4) "Waiter! is this a Cola or a Gulab Jamun?"
"Sorry Sir, I’ll get you a Thums-up instead."

(showing cuttings of three Pepsi ads)... such bad taste.

1) Today Pepsi would like you to try a Coke.
2) Pepsi presents the reactions of people who tried a Coke.
   (Shown below a blank page)
3) In Bombay, people describe the taste of Coke in two words.
   “Pepsi please.”

ON INTRODUCTION OF COKE AT BOMBAY

1) “The real thing is back in Bombay.”

1) On TV Pepsi showed a blind test with the help of monkey who tastes unbranded colas and choose the best cola which is found to be named as “Pepsi”.

Then from Coke, a series of campaign in newspaper...

1) Man ki pasand. Not monkey pasand.
   Don’t be a bander. Taste the thunder.

2) Showing picture of monkey carrying lines.. and for those with a more evolved taste we recommend Thums Up.
   Why monkey around when you can have a Thums-Up instead.
   Don’t be bander. Taste.

Then from Coke in newspaper

Dear Vinod, Sachin,
Why fight for a lost cause?
Have a Thums-Up instead.
Your fans.
Don’t blunder. Taste the thunder.

1) From Pepsi, on TV it is shown that there is only one bottle in room. Both Sachin and Vinod rush for single bottle at the same time & then start War of ‘ing to decide who should consume that Pepsi. At the same moment Azar entered the room, lift the bottle & start drinking Pepsi.
2) Some things in life are always worth fighting for.
CASHING ON CUSTOMER'S DISLIKES:

Another important feature of this advertising war was to find out what a customer likes or dislikes and to prove that such factors are the characteristics of competitor's products. This exercise may be healthy in marketing point of view, but from ethical point of view, can be appreciated and acknowledged. The campaign war between Tata Salt and Captain Cook Salt or Kinetic Honda and Bajaj Auto Ltd. and HCL Photocopier and Modi Xerox indicates the trends of this unhealthy advertisements.

CONCENTRATING ON REJECTING SOMEONE'S PRODUCT THAN SUPPORTING OUR OWN PRODUCT:

Advertising war has turned out to be a negative marketing strategy. Here promoter is making an efforts that customer should reject someone’s product so that his product can be accepted. He is not working to prove merits and superiority of his product i.e. the strategies are aiming at cashing on weakness of competitor’s product than capitalizing strengths of our own product.

INDIAN MARKET AND ADVERTISING WAR:

The question is obvious that whether Indian market is approved of advertising war. A definite and conclusive answer can be given to such question on the basis of such a small study. However, it appeared that there is a definite input of such strategies on customer's psychology. This impact is for a very small period but it certainly affects market share and standing of the competitors so long as Indian markets are having a sellers dominance. Advertising war may not become a regular phenomenon, but with the continuous increase in size of market and number of competitors, this may become a regular features in coming years.

The study revealed following major observations regarding issue based advertisement adopted by Indian companies.

Issue based advertising or advocacy campaign is a recent phenomenon in the Indian context. Most of the companies have recently launched such campaigns as a part of their corporate management philosophy. It is felt that such a campaign create a platform of understanding between society at large and the corporate world. Many experts feel that advocacy campaign are the foundation of understanding of corporate working. They help to create a
regulatory climate, where each problem, issues and policies of a company can be properly placed before the public at large, whereas in many cases it helps to reduce the credibility gap between the corporate planner and other interested external public like customers, dealers and taxpayers etc.

Many companies introduce a long continuous campaign to express their view on a particular issue, to promote a particular idea or to remove misconceptions regarding companies products, policies and plans. If a particular idea needs rethinking and attractive attention of people at large, then continuous advertising campaign become necessary. Sometimes a continuous advertising campaign is issued by taking different dimensions of the same problem, issue or idea such as 'TATA STEELS' 'WILL TO WIN' campaign. In this campaign the central theme was 'WILL TO WIN' but in all their other advertisements, different aspect of Tata Steels performance were covered. Similarly Nuclear Power Corporations campaign has ten advertisements with a central theme of educating people regarding advantages of nuclear energy. However, in all these advertisements, different facets of nuclear power its utility in economy and majors taken to prevent hazards of nuclear energy were highlighted.

MAJOR FEATURES OF ADVOCACY CAMPAIGNS:

After scrutinizing 50 advertisements following features of advocacy campaigns are noticed.

1. Such advertisements are used to project the right image of the company.

2. Advocacy campaign is a corporate technique for issues management and corporate planning.

3. Advocacy campaigns are often used to place a corporate house in a appropriate manner in the eyes of society, government and the global market.

4. It is a specific form of communication campaign where a definite long term goal is achieved by pointing out different aspects of corporate activities.

5. Advocacy campaign are often not with an intention of earning profit or improving sales but for proper image development, retaining and as a matter of social concern on the part of a corporate house.

6. Most of such campaigns use one or more type of advocacy appeals, but
some also have elements of pure corporate goodwill or image advertising, or even product advertising.

TYPES OF COMPANIES ISSUING ADVOCACY CAMPAIGN:

The study of various advertisement campaigns throws the light of various companies that are presently promoting various advocacy campaigns. It is notice that:

(i) Very big established companies with a large market share prefer to issue such advertisements.

(ii) Those companies who are interested in attracting that section of society which are not the direct users of companies products issue such advertisements.

(iii) Corporate houses with the sense of social responsibility and concern for various issues of public interest also issue such advertisements.

In this study a direct survey of people response to advocacy campaign was not undertaken. However, some observations regarding the nature of advocacy campaign in India and peoples response to such campaigns are made. These observations are as follows:

(1) Advocacy campaign is slowly becoming a part of marketing strategy of established large Indian business houses.

(2) Such campaigns also indicates increasing level of response of corporate citizen towards India's social problem.

(3) It also reflects on the changing attitude of business houses towards economy, society and the people of the country.

(4) Such campaign are launched on certain occasion/situation and has not become a regular phenomenon.

ADDRESS OF IMPORTANT RESEARCH ORGANISATIONS

A. RESEARCH

1. IMRB - Indian Market Research Bureau
   Esplanade Mansions, Mahatma Gandhi Road,
   Bombay - 400 001.

2. MRG - Marketing And Research Group Pvt. Ltd.
   4th Floor, Kulsum Terrace, Walton Road, Colaba.
3. MRAS
- Market Research And Advisory Services Pvt. Ltd
  803, Embassy Centre, Nariman Point,
  Bombay - 400 021.

4. PATHFINDERS : INDIA
- Express Towers, 15th Floor,
  Bombay 400 021.

5. OPERATIONS RESEARCH GROUP
- Dr. Vikaram, Surabhai Road,
  Baroda - 390 007.

B. OTHERS,

1 ABC
- Audit Bureau of Circulation Limited
  Wakefield House, 4th Floor, Ballard Estate,
  Bombay 400 038.

2. INS
- The Indian Newspapers Society
  I N S Building, Rafi Marg,
  New Delhi 110 001.