Chapter 2

REVIEW OF LITERATURE

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Chapter 2

Review of Literature

2.1 Introduction

Writing a literature review is about understanding a topic, what has already been done how it has been researched by other authors and what the key issues are. According to Hart Chris (1998) the definition of Literature Review is as follows:

Literature Review is the selection of available documents: both published and unpublished, on the topic, which contains information, ideas, data and evidence written from a particular standpoint.

The current chapter reviews literature available on advertising and its role in society, followed by literature on understanding of social marketing and social advertising and finally getting acquainted with social advertising scene in India.

2.2 Advertising and society

2.2.1 Advertising

The new shorter Oxford English Dictionary defines ‘to advertise’ as to make an announcement in a public place, describe or present goods publicly with a view to promoting sales. ‘The Advertisement’ is explained as a public announcement (formerly by the town cries, now usually in newspaper, by television, etc).

The Institute of Practitioners in Advertising says advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost.

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According to Chunawala and Sethia it was Daniel Starch one of the early pioneers of advertising theory in the twentieth century, who back in the 1920s, reminded that the Latin root of advertising is 'advertere,' which roughly translates as 'to turn towards.' Advertising is an indirect way of turning a potential customer towards the advertised product/service by providing information that is designed to effect a favourable impression, a positive brand attitude, which helps place the consumer on the path towards seeking out the product/service advertised.

Jethwaney J. and Jain S. quote the definition of advertising developed by the Definitions Committee of the American Marketing Association in the year 1948 as:
Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.

It presents an explanation of what advertising is, while offering insights into what advertising is not. The key words describing advertising are presentation and promotion. Presentation refers to an offering, while promotion involves communication of ideas and persuasion. In other words, advertising offers people ideas, goods and services and persuades them about their benefits, utility and desirability.

Cohen Dorothy argued that the definition by American Marketing Association did not suggest the persuasive and creative aspects of advertising or indicate its functional responsibility. She offered the following definition:
Advertising is a business activity, employing creative techniques to design persuasive communication in mass media that promote ideas, goods and services in a manner consistent with the achievement of the advertiser's objectives, the delivery of consumer satisfaction and the development of social and economic welfare.

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40 Chunawala S. A. and Sethia K. C., op. cit.
Cohen's definition is elaborate and takes care of both the aspirational and functional aspects of advertising. She describes advertising as a 'business' activity that uses persuasive techniques to sell goods, ideas and services. She emphasises the mediated role of advertising, that is, through mass media. Advertising, in Cohen's view, has a twin function that takes care of both the sender (the advertiser of the product/service whose objectives it must fulfill) and the receiver (the consumer of the product or service, whose satisfaction it must keep in mind). In the end, Cohen talks about both social responsibility and economic welfare of the society.

Bovee, Thill, Dovel and Wood\(^4\) define advertising as:

Advertising is the paid, non-personal communication of information about products or ideas by an identified sponsor through the mass media in an effort to persuade or influence behaviour.

As per this definition advertising is non-personal as it is directed to groups of people and not to specific individuals. Information about products or ideas like features of a product or the benefits of voting for a particular candidate is communicated. An identified sponsor such as a company selling a product or a non-profit group seeking donations pays for the advertising message to be placed in the mass media communication channels that reach many people at once. The information is intended to persuade or influence people to buy a particular product, vote for a specific candidate or donate money to a worthy cause.

According to Borden and Marshall,\(^4\)\(^4\) advertising consists of those activities by which visual or oral messages are addressed to selected publics for the purpose of informing and influencing them to buy products or services or to act or to be


inclined favorably toward ideas, persons, trademarks or institutions featured. As contrasted with publicity and other forms of propaganda, advertising messages are identified with the advertiser either by signature or oral statement. Further, advertising is a commercial transaction involving pay to publishers, broadvertisementcasters or to others whose media are employed.

Advertising being a function of marketing its role has been considered crucial with reference to its contribution towards various aspects of marketing like brand equity, sales, communication, distribution, product differentiation and information.

Marconi Joe\textsuperscript{45} believes of all the components of marketing plan, advertising is perhaps the most inclusively effective. Publicity, promotions, sponsorships all contribute in differentiating the product from competition but advertising typically reaches the most people in the most controlled sales inducing environment. This is a major consideration in attempt to successful brand positioning. Advertising can be used for different purposes, such as ‘awareness advertising’ can be used to let the public know about the product existence. ‘Image advertising’ can influence the public’s feeling about the product. Either approach can be powerful or memorable with the right creative treatment.

Jefkin\textsuperscript{46} believes advertising’s role begins with creation of the product and continues even after the sales takes place. The product or service, it’s naming, packaging, pricing and distribution are all reflected in advertising, which has been called the lifeblood of an organisation. Powerful and continuous advertising reaching to the masses through mass media is a must for mass production and mass consumption, which is obvious in prosperous countries in which advertising is doing its job. Today countries, which are developing and becoming industrialised are also heavily relying on it.

\textsuperscript{45} Marconi Joe, Marketing and Branding, Tata McGraw Hill Edition.

\textsuperscript{46} Jefkins Frank, op. cit., pp. 1-5.
Manendra Mohan\textsuperscript{47} assesses the role of advertising in the economic system. The explicit role of advertising includes its role as a guide to prospective buyers by providing information. Advertisings' effect on primary and selective demand especially in case of a new product type or brand, product differentiation and thereby developing brand preferences enhance propensity to consume. This tends to encourage innovation and helps in even recovering research and development expenditures. Advertising is also supposed to provide financial support to the media. Advertising may have many indirect effects on products and their prices, market situations and economic and business activity. These effects are generally apparent after a certain time lag. Such effects of advertising may be seen in its influence on the efficiency of production and distribution and thereby lowering of prices, encouraging competition, providing employment opportunities and economic well being and finally contributing to national income.

Advertising plays an important and often controversial role in contributing to brand equity. The American Association of Advertising Agencies\textsuperscript{48} has compiled a list of some of the studies demonstrating the productivity of advertising expenditures. Analysis of advertising effects using the PIMS (Profit Impact of Marketing Strategy) database of 750 consumer businesses in a variety of industries showed that firms which increased advertising during a recessionary period gained one-half to a full market share point coming out of a recession, whereas those firms who cut their advertising budget only gained two-tenths of a share point.

Keller\textsuperscript{49} also cites the power of advertising in a comprehensive study of advertising effectiveness with reference to sales. An analysis of the effects of advertising on sales using Nielsen's single-source database of 142 packaged-goods brands from 1991 to 1992 revealed that around half of the time, advertising


worked. Specifically, seventy percent of the advertising campaigns in the sample boosted sales immediately, although the effect was only strong in thirty percent of the cases. Forty-six percent of campaigns appeared to yield a long-term sales boost. Additional analysis revealed other interesting study findings that increased sales could come from a single advertisement and advertising was more likely to increase both sales and profits than "money-off" sales promotions, which almost always lost money.

Saiganesh, Rajendhiran and Asha\(^50\) consider advertising's role from communication point of view. Advertisements are the most powerful means for communicating the marketing message to the target audience. The presence of likeable attributes in advertising has profound effect on the mindset of the audience and results in creating a positive image about advertising and consequently, the brands. According to the authors the likeable advertisement is one which attracts audience and impresses it enough to watch the advertisement. However the advertising likeability is the idea that makes the audience to watch the advertisement at least once and conveys the most important marketing message and in the process tempts the audience to try the product and it is not to be confused with the advertisement that makes the audience to buy the product.

Rao Narsimha A. V.\(^51\) too believes advertising is the best tool for effective communication. It provides perception to the needy and information to the public at large and leaves a multi-dimensional impact upon society. The techniques and the media used for advertisements may vary but the ultimate result will be the same. It is a living testimony of the 'freedom of speech and expression.' It is the essence of democracy particularly in the fields of trade and business, politics, service and socio-economic activities. Advertising plays a pivotal role and drives


the economy of a country and its people to get to a pre-determined destination. In the present globalised markets, advertising is the core component of the business. Success of a business depends upon the quality of the advertising. ‘Advertising is the first, second and third element of success.’\(^{52}\) Advertisement may be described as ‘the science of arresting human intelligence, long enough, to get money from it.’\(^{53}\) Advertising is the greatest philosophical technique of the modern world. It is a tool of marketing, which reaches the target group even before they approach. It influences the mind of people through communication and awakens the zeal, cultivates the instincts and metamorphoses the thinking process.

Advertising is hardly a new phenomenon; even hundred years ago it was an integral part of daily life. Over the centuries, the evolution of advertising has been closely tied to social, economic and technological changes that have affected the media and the message. Though the concept of creating international brands and global advertising is a relatively new phenomenon, roots of advertising began in antiquity.\(^{54}\) The most common form of advertising as traced in the ancient origin of advertising was by word of mouth, however, commercial messages and election campaign displays have been found in the ruins of Pompeii.\(^{55}\) Egyptians used papyrus to create sales messages and wall posters, while lost-and-found advertising on papyrus was common in Greece and Rome. Wall or rock painting for commercial advertising is another manifestation of an ancient media advertising form, which is present to this day in many parts of Asia, Africa and South America. For instance, tradition of wall paintings can be traced back to Indian rock-art paintings that go back to 4000 BC. As printing developed in the 15\(^{th}\) and 16\(^{th}\) century, advertising expanded to include handbills. In the 17\(^{th}\) century advertisements started to appear in weekly newspapers in England. These early print advertisements were used mainly to promote books (which were increasingly

\(^{52}\) Barnum P. T., “And in the Center Ring…,” Pennsylvania Gazette, May 1993.
affordable) and medicines (which were increasingly sought after as disease ravaged Europe).

Krishnan Uma\textsuperscript{56} traces the evolution of Indian advertising and highlights the changes in the strategies and the time honoured struggle to ascertain the relationship between the advertisers and consumers over the last few decades. The author has tracked the advertising’s journey from advertising before the development of print media in the form of carvings on the rocks and pillars, royal orders displayed as fresco or embedded in the wooden planks and use of trademarks by artisans to online marketing and mobile marketing rampantly used in the current advertising.

2.2.2 Role of advertising in society

Proponents of business assume advertising is a life blood of business. Advertising however has a role which is believed to be beyond the marketing environment since it has an impact on different components of the society at large. Wright, Winter and Zeigler\textsuperscript{57} assert advertising has a social role and it makes five contributions to social welfare:

1. Advertising is an efficient source of information for both consumers and industrial purchasers about product quality, new merchandise, new technology and prices.

2. Advertising reduces distribution costs by making personal selling more effective or by replacing it entirely.

3. Advertising encourages competition by lowering information costs; it also fosters product quality through clear brand identification and producer or distributor accountability.


4. Advertising publicises the material and cultural incentives of a democratic free enterprise society and so helps motivate increased productive effort by both management and workers.

5. Advertising enables both print and broadcast media to maintain independence from government, political parties and other special-interest groups.

Sharma and Singh refer to the benefits extended by advertising in other fields like politics, culture and even religion apart from the significant role in the economic system contributing to human development. Political advertisement can make contributions to democracy, analogous to its contribution to economic well-being in a market system guided by moral norms. Considering the cultural benefits, advertising contributes to the betterment of society by uplifting and inspiring people and motivating them to act in ways that benefit themselves and others. Advertising can use its tremendous impact on media for supporting material of excellent intellectual, aesthetic and moral quality presented with the public interest in view and encourage and make media presentations, which are oriented to minorities whose need might otherwise go unreserved. In many cases, benevolent social institutions including those of religious nature use advertising to communicate messages of faith, patriotism, tolerance, compassion, charity, health and education. Moreover advertising generates constructive and helpful messages that educate and motivate people in a variety of beneficial ways.

In a critical analysis, Sinclair John stated that the study of advertising is often like advertising itself. For him, advertising attracts attention with exaggerated but ambiguous claims which the product on offer may not measure up to, but does it in a way that tells the consumer much about the changing social and economic arrangements and elusive cultural meanings become attached to them. According to Sinclair, advertisers study the cultural nuances of communities and reflect


certain traits, attitudes and styles through a persuasive advertisement to make people believe that it was speaking their language and reflected their needs and wants.

Historian Potter David\textsuperscript{60} observed that advertising compares with long-standing institutions as the school and the church in the magnitude of its social influence. He claimed it dominates the media, has vast power in the shaping of popular standards and is really one of the very limited groups of institutions which exercise social control. Potter concluded that advertising, unlike the school and the church, makes people like what they get, diminishes the range and variety of choices and exalts the materialistic virtues of consumption.

Pollay Richard W.\textsuperscript{61} echoes a similar impact of advertising on society. He believes over the years, advertising has gone beyond selling products or ideas to exert a powerful influence on society. According to this view, advertising in its many forms is so pervasive that it has ability to shape social trends and mold personal attitudes. This influence is unwanted, intrusive and often detrimental to society. Advertising by its nature receives wide exposure. Furthermore, it presumably has an effect on what people buy and thus on their activities. Because of this exposure and because of its role as a persuasive vehicle it is argued that it has impact on the values and lifestyles of society. Appeals to mass market tend to promote conformity, appeals to status promote envy, pride and social competitiveness, appeals to fears promote anxiety, appeals to newness promote disrespect for tradition, durability, experience or history, appeals to youth promote reduced family authority and appeals to sexuality promote promiscuity.

Advertising is the most visible activities of business. Advertising is both applauded and criticised not only for its role in selling products but also for its

\textsuperscript{60}Potter David, People of Plenty, University of Chicago Press, Chicago, 1954.
influence on the economy and on society. For years its pervasiveness and particularly persuasiveness has attracted criticism frequently for both what it is and what it isn’t.

Many controversies swirl around the whole field of advertising particularly focusing on its economic role. Holton Richard, an economist and former business school dean, describes the traditional critical view of advertising as held by economists in these words: “advertising leads to distortions in consumption expenditures and reinforces positions of market power, permitting the large firm to extract a higher price from buyers than would be possible if advertising were restricted or prohibited.” Economists who hold this view believe that advertising is a source of market power with high prices to consumers as the inevitable outcome. There is, however, a shift in this conventional view among some economists. Holton goes on to state that economists today feel that "advertising is respectable as a subject of scholarly research. And some are prepared to argue that advertising frequently if not generally is pro-competitive and hence desirable.” This group thinks that advertising lowers information costs and results in more price competition and consequent lower prices for consumers. By lowering information costs, advertising assists in the marketing of more and better goods, thus leading to a greater Gross National Product (GNP) and a higher standard of living.

Chrystal and Lipsey believe advertising is one means by which the existing firms can impose heavy set-up costs on new entrants. Large firms with heavy advertising establish strong brand images for their existing brands thereby forcing a new entrant to spend heavily on advertising. If the firm’s sales are small, advertising cost per unit sold will be large and price will have to be correspondingly high to cover these costs. Such firms find themselves at a substantial cost disadvantage relative to their established rival. Thus advertising

creates an entry barrier for the new entrant by increasing the set up cost of a new product and deters it from creating its own brand image.

Kazmi and Batra\textsuperscript{64} point out of a possibility that advertising may discourage competition. Large firms have an edge because of certain competitive advantages such as economies of scale in advertising since they are able to make large media buys at reduced rate, higher sales volumes and lower production costs. This allows them to allocate more funds to advertising, have higher outlays to buy more efficient media, differentiate their brands and develop brand loyalty. In this respect smaller competitors are at a definite disadvantage and new competitors feel discouraged from entering the market. Similarly large companies restrict consumer choice by using the power of advertising to limit consumer’s opinions to a few well known brands. The most advertised brand dominates the market in certain product categories projecting the product or service differentiation. As a result such advertisers are perceived as better than others. In this manner advertising restricts the choice of alternatives to a few heavily advertised brands.

Folkerts Jean and Lacy Stephen\textsuperscript{65} discuss how advertising affects the prices consumer pay for goods and services. Some economists argue that advertising increases prices because the money companies spend on advertisements is tacked onto the price of goods. Typically, nationally advertised brands cost more than generic and regional brands. Other economists argue that advertising reduces the cost of goods because it results in increased production. The average cost of all goods will decrease as the number of units increases up to the capacity of a production plant. Economists call the savings that result from producing large quantities, economies of scale. However research is not conclusive on the impact of advertising on price. In some situations, the lower cost of increased production


will be passed on to the consumers as price breaks. In other cases, the prices of the product will be kept high and the company will keep the difference as profit. In short how advertising affects price is a complicated process that varies from product to product.

Arens and Schaefer\(^6^6\) however bring out the need of advertising to stimulate healthy economy. Firstly by making the product better known, advertising can make the product more desirable to the consumers. In this way, advertising adds value to the brand on one hand and on the other hand creates financially healthy consumers who are more informed, better educated and more demanding. Secondly advertising by big companies often has only a limited effect on small businesses, because a single advertiser is rarely large enough to dominate the whole country. In fact, the freedom to advertise encourages more sellers to enter the market thereby intensifying the competition and giving more choices to the consumers. The freedom to advertise further encourages businesses to create new brands and improve old ones, since the best way to beat competition is to make one's product different. This stimulates innovation and new products on a regular basis. Lastly with reference to changing business cycle too advertising tends to contribute positively. When business cycles are up advertising contributes to the increase. When business cycles are down, advertising may act as a stabilising force by encouraging buyers to continue buying.

In a statement made as long ago as 1942, Borden Neil,\(^6^7\) pioneer teacher of advertising at the Harvard Business School too felt advertising's chief task from a social standpoint is that of encouraging the development of new products. It offers a means whereby the enterpriser may hope to build a profitable demand for his new and differentiated merchandise which will justify investment. From growing investment has come the increasing flow of material welfare to a level unknown in


previous centuries. Moreover advertising helps in expanding economy with more and more jobs that are created by increasing demand for goods and services.

While defending advertising against promotion of monopoly, Backman Jules\textsuperscript{68} sums up the relationship between advertising and monopoly with these words: Companies with relatively high advertising-sales ratios tend to have somewhat higher profit rates than less intensive advertisers. These higher profits appear to reflect the larger volume resulting from successful advertising rather than the exercise of market power to charge high monopolistic prices. The relationship between advertising intensity and high economic concentration is nonexistent. There appears to be no link between advertising intensity and price increases. The records show clearly that advertising is highly competitive not anti-competitive.

Davar Rustom S., Davar Sohrab R. and Davar Nusli R.\textsuperscript{69} too defend against the various criticisms leveled against modern advertising. Advertising has been charged with creating monopoly, encouraging wastefulness, not using the media to cultural advantage, creating desires that cannot be fulfilled, artificially stimulating people's appetites, taking advantages of emotions and also misleading the public which may be deliberate or unintentional. However the authors defend the criticisms by citing the benefits of advertising such as advertising educates the public and enables them to select the most suitable articles by promoting competitive information. Further scientific advertising generally results in such an increase in the volume of sales and consequent increase in quantity manufactured that the percentage of standing overhead charges are reduced. Advertising is an economic necessity in that way it helps creating demand and sell the article. Advertising also sorts the issue of monopoly by giving an opportunity to even small players to compete successfully with bigger players.

Advertising plays a crucial role in the economy, though it is generally surrounded by controversies. Advertising has its social and environmental impact too which are equally full of controversies and debates. Some criticise on the style of advertising saying it is deceptive or manipulative while others criticise on its impact. Loudon David L. and Bitta Albert J. Della,70 while pointing towards the underlying roots of consumerism in United States also refer to antagonism towards advertising. Consumerism is a social movement of citizens and government to enhance the rights and powers of buyers in relation to sellers. Large segments of the society are very skeptical of the usefulness and truthfulness of advertising information. In addition, it is criticised for its intrusiveness and clutter, irritation factor, stereotyped role portrayals and promotion of unrealistic or unsupportable expectations.

While reviewing the role of advertising whether good or bad for society, Bovee, Thill, Dovel and Wood71 bring out the issue of manipulation and exploitation. Advertising manipulates people into buying what they don’t need by exploiting their inadequacies, anxieties, hopes and fears. Critics contend that advertising is so powerful and persuasive that people have no choice but to buy what they see advertised regardless of their actual needs for these products. Advertisers using psychological or emotional appeals make consumers buy their products by making them feel these products help them gain status, acceptance and even love. On the other side of the controversy defenders acknowledge the persuasive role of advertising. There’s no magic or dishonesty about using the marketing mix to identify customer needs, to create an appropriate product and to advertise that product. Defenders contend that advertising offers people the information they need to choose among products in the market place. Advertising can be seen as building consumption not by making people purchase what they don’t need but by

71 Bovee et. al., op. cit., pp. 60-61.
making the market more efficient for both consumer and producers by offering information about the product, its availability and so on.

Belch and Belch refer to impact of advertising on consumer values. Advertising is claimed to have an adverse effect on consumer values by encouraging materialism, a preoccupation with material things rather than intellectual or spiritual concerns. Advertising seems to perpetuate materialism by seeking to create needs rather than merely showing how a product or service fulfills them. It surrounds consumers with images of good life and suggests acquisitions of material possessions leads to contentment and happiness. Lastly advertising also suggests material possessions are symbols of status, success and accomplishment and will lead to greater social acceptance and popularity. This criticism of advertising assumes that materialism is undesirable and is sought at the expense of other goals. But many believe materialism is acceptable since it stresses hard work and individual effort and initiative. Acquisition of material possessions has positive economic impact by encouraging consumers to keep consuming after their basic needs are met. In that sense advertising must be seen as an important aspect of the economy since it promotes materialism which is both a necessity and an inevitable part of progress.

Sandage too argues, that people were materialistic long before advertising became a major presence in the society and if the ills of the society are to be remedied it is better to start by attempting to change individuals themselves through the educational systems, appropriate legislation and so on. Sandage makes reference of Ad man Draper Daniels quote, “to be effective advertising must relate to society as it is not to society as we think it should be. Blaming advertising for the ills of society is like blaming your mirror for the wart on your nose.” Sandage

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refers to advertising as a mirror of what already exists. In short it works well when it reflects, not when it attempts to shape in directions that individuals are not already leaning. In addition this view contends advertising communicates a wide range of choices and facilitates the selection process. Much as a democratic society depends on an informed electorate, a free market system depends on informed consumers.

Bauer and Greyser\textsuperscript{74} too responded to the criticism leveled against advertising that it has brought about the revolution of rising expectations and made people seek instant gratification in material desires. They believed for advertising to be effective, needs to reflect the attitudes of its intended audience. It is true that advertising is the chief means of communicating (and reinforcing) to people the range of reasons for which they might want to acquire material objects. It is probable that as long as these reasons are ones which the culture recognises, that a given object can indeed be viewed as a symbol of status, it is unlikely that advertising can or will be prevented from appealing to such reasons. If society regards these materialistic values as undesirable, then they must look beyond advertising for change.

Mass communications media, supported by advertising are accused of satiating the public with the most superficial information and entertainment. In doing so, it is said, they have encouraged what is popular rather than what is good and they have fostered material, rather than spiritual and cultural values. Advertising in a free enterprise society is also being held responsible for the complacency, the erosion of morality and the cultural lag that exists in society. Stigler,\textsuperscript{75} professor of economics at the University of Chicago, believes such a position is analogous to "blaming the waiters in restaurants for obesity." He goes on to state that "advertising itself is a completely neutral instrument and lends itself to the


dissemination of highly contradictory desires.” Furthermore, he feels that “the intellectuals would gain in candor and in grace if they preached directly to the public instead of using advertising as a whipping boy.” It is a historical fad that only a small minority in any society has ever exhibited "good taste," or has been equipped with the capacity and the temperament to prefer the serious over the frivolous. There is no real evidence, moreover, that the cultural standards are lower than they were before modern advertising became an important institution in the society.

A social scientist, Berman Ronald, in an examination of the interplay between advertising and the process of social change, arrived at these conclusions that a clear distinction has to be made between pragmatic criticism, focused on the truth of advertised claims and ideological criticism, which derives from particular views of social order. Advertising has been caught up in a situation larger than is generally realised. As the voice of technology, it is associated with many dissatisfactions of the industrial state. As the voice of mass culture, it invites intellectual attack. And as the most visible form of capitalism, it has served as nothing less than a lightning-rod for social criticism.

With reference to the impact of advertising, Schiffman and Kanuk observe the growing use of sex in advertising, commonly appearing in television commercials and print advertisements. There are instances in which advertising that have used sex as thematic appeals have been very successful. In other instances such advertising has proved either damaging or simply ineffective. Consumer’s reaction to advertisements with sexual appeals is difficult to predict. But the advertisers continue to use this appeal simply because it is equal to its attention-getting value. Many psychologists believe that the skillful manipulation of sexual appeals in visual images in copy or in both arouse subconscious desires that manifest

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themselves in the purchase of goods or services. Readership studies show that sex is one element that arouses the interest of both men and women. But at the same time sex in an advertisement can offend. A survey of adult consumers found that nearly one third of Americans find sexual references or images in advertising offensive. Additionally, the study found that middle-aged consumers were more likely than other age categories to avoid buying products because of the sexual content of their advertising.\(^7\)

Bergh Bruce G. Vanden and Katz Helen\(^7\) refer to advertising's criticism with respect to ethics. According to the critic's claim advertising industry overall does not adhere to clear ethical standards. Advertising lacks a strong code of professional conduct and does not always distinguish correctly between what is morally right and wrong; instead focusing solely on making money. The question of advertising ethics is clearly linked with the question of the nature and purpose of advertising. Most people can understand that advertising takes liberties with the truth and uses exaggerations that are factually false known as puffery. However advertising tends to be unethical. The most common occasion is advertising to children. Advertising to children is a special case both ethically and legally because they have a difficult time distinguishing between fantasy and reality and tend to believe everything they hear or see. The ethical debate is even louder when it comes to promotion of controversial products such as alcohol, tobacco contraceptives and pharmaceuticals considering the potential harm they may have on the product users.

Wells William, Moriarty Sandra and Burnett John\(^8\) address the issue of stereotyping in advertising. A stereotype is a representation of a cultural group that emphasises trait or group of traits that may or may not communicate an accurate

\(^7\) Walsh Doris, “Safe Sex in Advertising,” American Demographics, April 1994, pp. 24-30.
representation of the group. Sometimes the stereotype is useful and aids communication by using easily understood symbolic meanings, but sometimes the stereotype relies on a characteristic that is negative or exaggerated and in so doing reduces the group to a caricature. Advertising is accused of creating and perpetuating stereotypes through its portrayal of women, ethnic minorities and other groups. Critics have argued that advertising often depicts women as preoccupied with beauty, household duties and motherhood or showing them as sexually provocative figures. Similarly in American advertising the appearance of African Americans was sparse indicating racism existed in the field of advertising. So stereotyping has been one of the serious criticisms leveled against advertising.

Considering the various social, cultural and ethical aspects with which advertising is related or criticised, it is definite that advertising is more than just a means of disseminating product information. In many respects, advertising reflects the society and contemporary mores of a particular period. The debate of whether advertising is the shaper or mirror of the society is as old as advertising itself and perhaps will persist till advertising continues. It is no wonder that advertising is one of the most scrutinised of all business practices and a topic of general debate for everyone irrespective of whether they are directly associated with it or not.

2.3 Social marketing and social advertising
The term Social Marketing was first conceived as phenomena in 1971 with an article in "Journal of Marketing" by Kotler and Zaltman. They defined social marketing then as "the design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communications and marketing research." They discussed the use of commercial marketing methods for social issues. They brought out some important similarities between commercial marketing and social

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marketing such as customer orientation, exchange theory, marketing research, segmentation, the use of the marketing mix and the focus on monitoring and evaluation and also substantial differences in terms of product, gain / profit, the behavioural change and the type of competitive environment. The main components of social marketing are marketing research, segmentation, product, price, place, promotion, monitoring and evaluation. Further the authors discuss the meaning, power and limitations of social marketing as an approach to planned social change. The authors define the instruments of social marketing, followed by a systems view of the application of marketing logic to social objectives.

Following the above initial attempt, Kotler tried to modify the concepts of marketing as applied to social causes. However, he used the term ‘marketing for non-profit organisation’ for such marketing. This title was brought out in the year 1975 wherein he tried to modify the concepts of marketing like analysing the market, determining the marketing programme and administering the marketing programme. With these he tried to apply marketing concept to social marketing, health service, public service, educational service and political candidate marketing.

Subsequently in 1980, Fox and Kotler reviewed the development of marketing social causes for the past decade. While analysing the evolution of social marketing they identified the relationship of the major approaches producing a social change. They are legal, technological, technical and informational approaches. The authors illustrated this with the case of reducing cigarette smoking. The earlier social marketing was mostly informational approach in the form of social advertising. It subsequently was broadened to evolve itself to social communication which included personal selling like family planning campaigns. Subsequently it resulted in social marketing “as a larger paradigm for effecting

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social change.” In this the marketing research element became a part of the social marketing. They identified few elements in development of social marketing. These were, marketing research, product development, use of incentives and facilitation. With this the authors tried to integrate the 4Ps – Product, Place, Price and Promotion as part of social marketing. This was illustrated with the cases of family planning and heart disease prevention.

In 1990, Kotler and Roberto described in several social campaigns the change in the public behaviour through the marketing approach. In addition to 4 Ps, they suggested three additional Ps which require an understanding of social marketing. They were Personnel, Presentation and Process. The Personnel include all those who sell and deliver the social product to the target adopters. The Presentation is visible sensory elements and the Process refers to the steps that target adopters undertake to acquire social product. These seven elements played a major role in successful social campaign of American Cancer Society, Amnesty International, contraception through condom usage in Philippines and drug abuse in Canada. They emphasised the critical component of offering a superior product solution in solving a social problem. This could be done by first identifying a social problem, need and want. This is followed by designing a new social product as a superior solution. They observed that a social product with a tangible product base (e.g., contraceptives for family planning) is more complex than an intangible social product (e.g., literacy, human rights etc.).

Andearson defines social marketing as “the adaptation of commercial marketing techniques to the analysis, planning, execution and evaluation of programs designed to influence the voluntary behaviour in order to improve their personal welfare and that of the society to which they are a part.”

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Kotler Philip, Roberto Ned and Lee Nancy\textsuperscript{86} defined social marketing as “social marketing is the use of marketing principles and techniques to influence a target audience to voluntarily accept, modify or abandon behaviour for the benefit of individuals, groups or society as a whole.”

Lefebure Craig R.,\textsuperscript{87} chief technical officer Prospect Center, too stresses the use of commercial marketing principles in social marketing. According to him social marketing is the strategic use of commercial marketing principles and techniques to address social issues. It is an innovative and potentially powerful tool to improve the lives and well being of individuals, create environments that support social objectives, re-orient social services to be customer-driven, develop social capital, lead to improved public policies and ultimately achieve social goals. Social marketing uses commercial marketing strategies to distribute non-profit products and services. It promotes ideas to alter behaviour for which mass media is taken as the most effective approach through which social marketing campaigns advertisements and messages are promoted.

Weibe\textsuperscript{88} raised the question in 1952 “why cannot you sell brotherhood like you sell soap?” and this lead to series of discussion on the concept of social marketing. This question, the genesis of the discussion that followed on social marketing, too implied application of commercial marketing techniques to have some bearing on selling or rather promoting social causes. Weibe\textsuperscript{89} felt that marketers of soaps or any commodity for that matter were effective while marketers of social causes usually were inept. He based his conclusion on his research of several social campaigns in which he determined the reason for their success or failure. He found

\textsuperscript{86} Kotler Philip, Roberto Ned and Lee Nancy, Social Marketing, Improving the Quality of Life, Sage Publications, California, 2002.


\textsuperscript{89} Weibe G. D., as quoted in Wasem George, Marketing in Non-profit Organisation, editor Patrick Montana, Amacom a Division of American Marketing Associations, 1978, p. 31.
social campaigns that used elements of business marketing were more successful than those that disregarded those techniques. His message was it is possible to combine marketing and sociology. In order to facilitate understanding of social marketing Weibe analysed four social campaigns such as Kate Smith to sell bonds during World War II, the campaign to recruit civil defence volunteers, campaign on juvenile delinquency and Kefauver Committee to set their house in order. Analysing these four campaigns, Weibe used five factors that determined the effectiveness of the campaign namely:

- The force: intensity of person’s motivation toward the goal.
- The direction: knowledge of how and where to consummate his motivation.
- Mechanism: existence of an agency.
- Adequacy and compatibility: ability and effectiveness of the agency.
- Distance: the target groups energy and task required to consummate the motivation.

However Deb Pradip Kumar\(^9\) feels there are some differences between social marketing and commercial or business marketing. Commercial marketing is an exchange of money for goods or services whereas social marketing aims to influence the behaviour of individuals and community using marketing concepts directed to provide social benefits rather than commercial profits. Social marketers usually persuade audience to change their practices or behaviour in return for something of value. The core challenge of any social marketing program is to establish exchange which is likely to satisfy both the marketers’ needs and the target audience’s wants while simultaneously contributing towards an overall social benefit. Introduced around late 1960s and early 1970s with pioneering work in family planning and health programs, social marketing intends to influence changes in human behaviour. Its offerings include physical products, services and

intangible ideas. Social marketers rely primarily on voluntary exchange with focus on social uplift. Social marketing mix elements have four traditional Ps of business marketing viz. product, price, place and promotion and has four additional Ps that are public, partnership, policy and purse strings for effective implementation. These Ps can be explained in brief as under:

Social Marketing Mix Elements:

- **Product:** A continuum of products involves products ranging from tangible physical products (condoms) to services (medical checkups), practices (breast feeding, eating healthy diet) and finally more intangible ideas (environment conservation).

- **Price:** Social marketing programs are supported by revenue contributions received as grants / donations / subsidies.

- **Place:** The customer access may be facilitated through doctors' chambers, shopping malls, mass circulation media or in-home demonstrations.

- **Promotion:** In social marketing the promotion objective is to determine the widest reach at an affordable cost.

Additional social marketing P's:

- **Public:** It refers to both the external and internal groups which social marketers have to address. The external groups refers to people responsible for framing policy and gatekeepers and internal publics refers to people directly associated with final shaping and implementation of social marketing program.

- **Partnership:** Social marketing calls for close collaborations with other organisations in order to be effective.

- **Policy:** To bring about the necessary change there is need for supportive policy environment and media advocacy.

- **Purse strings:** Social marketing programs are mostly implemented by NGOs through funds provided by sources such as foundations, federal grants and donations.
Krishna Jaya S. and Padmaja R.,91 in their article point out the differences between social marketing and commercial marketing. Though social marketing applies the principles and practices of commercial marketing there is a vast distinction between the two as indicated in Table 2.1 below:

Table 2.1

<table>
<thead>
<tr>
<th>Difference between Social Marketing and Commercial Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Marketing</td>
</tr>
<tr>
<td>To do good</td>
</tr>
<tr>
<td>Financed by donations and taxes</td>
</tr>
<tr>
<td>Accountable to the public</td>
</tr>
<tr>
<td>Sells behaviour</td>
</tr>
<tr>
<td>High risk target audience</td>
</tr>
<tr>
<td>Hard to measure effectiveness</td>
</tr>
</tbody>
</table>

The authors, further in their article bring out the need for social marketing in recent times. Social, economic, health and environmental impacts within a society are very much connected with the attitude, behaviour and culture of the people. Undesirable and anti-social behaviour of the perpetrators causes huge damage to themselves and to the community. Such behaviours detrimental to society provoke strong need for a massive social change. Social organisations and relevant government departments then need to assume the role of marketers to market the social change. This can be done by thinking and acting like marketers and by applying marketing principles. The authors feel this approach has received considerable attention during the past two decades from different segments of the society at national levels such as corporate houses and governments and even at international level from bodies such as United Nations and NGOs such as Public Service International (PSI).

Wright, Winter and Zeigler92 felt not only marketing but advertising for commercial purposes and advertising for non-business purposes are similar since

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similar persuading techniques are required in both the cases. There was a growing use of advertising for non-commercial purposes by many nonprofit organisations in USA around 1970s, which Kotler referred as social advertising and which he further divided into: political advertising, social cause advertising, philanthropic organisation advertising, government organisation advertising and private non-profit organisation. The manifold purposes for which advertising is being used in recent time by variety of bodies such as charitable organisations, government and political candidates, that it has truly become all pervasive and highly recognised economical option in modern society. Looking at the successes of social advertising in 1970s, authors projected more and more uses of these non-business advertising.

Sandage\(^{93}\) promotes application of advertising for the purpose of marketing of social issues. Sandage believes advertising's communication function has been largely confined to informing and persuading people in respect to products and services. On the other hand it can be made equally available to those who wish to inform and persuade people in respect to a city bond issue, cleaning up community crime, the logic of atheism, the needs for better educational facilities, the abusive tactics of given law and enforcement officers or any other sentiment held by any individual who wishes to present such sentiment to the public.

Chunawala and Sethia\(^{94}\) explain that Public Service Advertising is known by variety of names like Public Awareness Advertising, Social Service Advertising and Social Awareness Advertising. It is done as a part of social responsibility by the advertising agencies, business organisations, government and social service organisations to promote awareness of public causes. Various socially relevant issues are covered under it such as drug addiction, AIDS awareness, national integration and attitude towards handicapped in the format of exclusive social

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\(^{94}\) Chunawala S. A. and Sethia K. C., op. cit., p. 126.
advertisements. There are some product advertisements also with a public service slant. For example bank advertisements instilling the healthy habit of savings or investing. For successful social advertising it is essential to correctly identify the target group and then accordingly focus communication on them. Along with being single minded in its approach, dramatic and short, this communication to be effective needs a sponsor and a disciplined plan for releasing the advertisements.

Kotler Philip \(^9\) refers to such advertising campaigns with social aims as social change campaigns. Social change is thus an organised effort conducted by one group (the change agent), which intends to persuade others (the target adopters) to accept, modify or abandon certain ideas, attitudes, practices and behaviour. The core elements of social change campaign are cause, change agent, target adopters, channels and change strategy. Cause is a social objective that change agent believe will provide a desirable answer to a social problem. Change agent refers to an individual, organisation or alliance that attempts to bring about a social change. Target adopters are individual, groups or entire populations who are the target of appeals for change by the social marketer. Channels are the communication and distribution pathways through which influence and response are exchanged and transmitted between change agents and target adopters. Finally the change strategy is the direction and program adopted by a change agent to effect the change in target adopters attitudes and behaviours. Such campaigns for social change are old phenomena and they can be traced in ancient Greece, England and Rome by way of campaign to free slaves and campaigns to abolish debtor prisons and child labour. Numerous campaigns of such nature have been a stagnant feature of America and countries like Sweden, Canada and Australia in addressing variety of social issues as well.

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\(^9\) Kotler Philip, Roberto Ned and Lee Nancy, *op. cit.*, pp. 5-17.
Rathore B. S.\textsuperscript{96} classified advertising on various bases and explained social advertising as a type of non-profit advertising. Advertising can be used to perform various functions like to stimulate primary or selective demand, to promote brand or the firm selling that brand and for stimulating direct or indirect action. Advertising trying to promote brand or company can be further classified into institutional, product, trade advertising and non-profit advertising. Non-profit advertising is a growing part of the total advertising picture, which aims at the social welfare of a community or nation. Public service advertising is a type of non-profit advertising. The effectiveness of such advertisements may be measured in terms of goodwill it generates in the favour of the sponsoring organisation unlike the effectiveness of the products advertisements, which may be measured by a rise in sales. In this type of advertising the objective is to put across a message intended to change attitude and as a result benefit the public at large.

Dunn and Barban\textsuperscript{97} classify social advertising as one of the types of public relation advertising. Public relation advertising is one of the several tools available to corporate to build a good rapport with various sectors of its publics. It involves the use of non-personal media communication by an identified sponsor to accomplish objectives that are not related directly to products or commercial services. The advertising may be used not to sell an organisation’s product but to bring about understanding of the organisation. The advertiser can be anyone wanting to communicate a non-commercial message – a business corporation, trade association, professional, society, organisation, labour union, college, church, government and even an individual citizen. Public relation advertising is classified into institutional advertising, advocacy advertising, public service advertising and political advertising. Public service advertising is a type of public relations advertising which has a non-product / non-service perspective. The distinguishing feature is that the focus of such advertising is on some matter of importance to


public welfare. The social, economic or cultural issues dealt with in the advertising are worthy of public attention and often, public action. Such as a trade association of liquor manufacturers may emphasise the need to use alcohol with care and discretion. A business concern may buy/use advertising time to urge an audience to listen to a particular public broadcasting programme. The government at times finds it necessary to communicate to the public about literacy, health care program and the like. The Advertising Council, Inc. may point out how to prevent forest fires and so forth.

While Wells William, Moriarty Sandra and Burnett John⁹⁸ consider social advertising as a tool to improve society. In USA, Ad Council, a private, non-profit organisation is the biggest industry conducting a social responsibility effort, which include advertising agencies and media that adopts good causes and develop free advertising campaigns on their behalf. Companies, government agencies and non-profit organisations also use such advertising to communicate about their social programs and motivate their target audience to respond. Their effectiveness is limited since media has to run such public service messages for free and they are impossible to be aired during high viewing times. That is the reason many non-profit organisations design and run them as paid commercials. The authors however feel advertising alone is not enough and it has to be complimented with some concrete measures like mechanism of law or easy availability of required facility for better results.

While speaking at the thirteenth Advertising Congress held in New Delhi, Ogilvy David⁹⁹ highlighted the need for social advertising. At this congress he enunciated the public welfare aspect of his advertising philosophy and guidelines for qualitative advertising. Ogilvy felt that there is dire need to draw people's attention to problems such as health, agriculture, population planning, cleanliness

and employment through sound and low-cost advertising campaigns in India and other Asian countries. He urged the Asian advertisers to resort to more human welfare and social advertising. The money for this type of advertising in his opinion would come from the governments, advertising agencies, business houses and welfare organisations of the respective countries. He cited the example of his own organisation in India which had successfully conducted a campaign for the Cancer Society of India resulting in a 200 percent increase in the number of check-ups within two months. He further stated that there were 27 such accounts with his agency in the USA. He projected enormous increase in the use of advertising for social purposes in the coming up years in India and other Asian countries.

Apart from the social purpose social advertising also serves as a typical marketing strategy. Schiffman Leon and Kanuk Leslie Lazar\textsuperscript{100} look at social advertising from the corporate point of view which is undertaken for profit as well as for improved image. Many corporations have integrated philanthropy into their overall corporate goals. The companies usually allocate a percentage of their annual budgets to a variety of causes to which they contribute money, expertise or promotional know-how. Socially responsible activities enhance the image and stature of the company among its many publics and indirectly contribute to the company's commercial objectives, creating a win-win situation for the company and for society. Some companies pick up issues that can provoke political discourse and public debate which in turn will lead to social cause and some prefer to support non-controversial causes such as discouraging underage drinking and promoting fitness. When non-profit organisations undertake social marketing their sole purpose is to fulfill specific objectives in their stated mission. Thus a cancer society raises money for cancer research, disseminates cancer research findings and urges women to have annual mammograms. These are social causes that fulfill the prime objectives of such a non-profit organisation that sponsors them and marketing these causes is their major reason for being.

\textsuperscript{100} Schiffman Leon G. and Kanuk Leslie Lazar, \textit{op. cit.}, p. 516.
Clow and Baack\textsuperscript{101} too consider social advertising from a corporate point of view as a strategy. They assume public service advertising is a strategy that companies especially adopt in face of negative publicity or for image building. Organisation’s image is one of the most important considerations while developing an integrated marketing communications plan. Advertising along with sales or trade promotions and personal selling is a part of the larger umbrella of the firm’s general image. Companies adopt different strategies to develop, maintain or change the corporate image as the need be. Firms do resort to proactive strategies to prevent any harm to its image through bad press or negative publicity, which could be done by companies involving themselves in any good cause event or by supporting social causes. Social Responsibility Advertising is another proactive approach to damage control. For e.g., alcohol manufacturing firms advertising about safe drinking and dangers of drunken driving. Such advertising convinces the consumers in spite their negative feeling towards alcohol, that the company is a responsible corporation caring for the country’s social problem.

Jha S. M.\textsuperscript{102} considers social advertising from a different perspective. Though social advertising is carried on by both profit and not-for-profit making organisations to create mass awareness, it influences culture, ethics, society, environment and race, both in a positive and negative way. The influences and their nature in turn are vigorously influenced by the strategic decisions. The sensitivity of a particular decision is substantially influenced by its policy. The organisations in general are supposed to frame a policy in the face of emerging changes in the environmental conditions ensuring that the policy does not make an invasion on ethics and culture. To be more specific the not-for-profit making organisations are supposed to play an outstanding role. To know the results or to identify the errors or to suggest the corrective measures evaluation is an effective device. Different parameters can be selected to activate the evaluation process.


Some of the selected areas where social advertising is practiced in India are literacy, afforestation, population, prohibition, drug addiction, tobacco chewing, health care and culture. Scrutiny of results indicates that efforts and investments establish an edge over the results. This makes it essential that almost all the organisations make an in-depth study of prospects and their expectations and try to make the advertisements more and more creative. Creativity would help them in many ways. The results may not be so impressive in the short run but in the long run a significant change instrumental in subserving the social interests can be sought.

Speaking about failure of social campaigns, Lazarsfield and Merton103 feel in spite of the noble purpose, many such social campaigns do not achieve their objectives. They believe that the effectiveness of mass media for propaganda purposes depend on three conditions, one or more of which was lacking in propaganda situations. The first condition is real or psychological monopolisation by the media; that is a condition marked by the absence of counterpropaganda. The second condition required for effective mass propaganda is canalisation, the presence of an existing attitudinal base for the feelings that the social communicators are striving to shape. The third condition is supplementation by which they mean the effort to follow up mass communication campaigns with programs of face to face contacts. Many a times such campaigns fail because social advertising is practiced rather than social marketing. The inherent difference between the two is that a social advertising approach contrives only the event of mass media communication and leaves the response to natural social processes, social marketing however arranges for a stepdown communication process. The message is passed on and discussed in more familiar surroundings to increase its memorability, penetration and action consequences.

Burnett Leo\textsuperscript{104} however feels such campaigns fail because they lack impact. Public service advertising by nature is emotional since it touches people's deepest fears, anxieties and values. They are ineffective since they do not consider human nature or because they do not apply marketing principles for promoting the cause. For social advertising to bring change in the audience's behaviour clear understanding of target audience is required. Each issue to be addressed has to be individually handled for e.g. hard hitting messages can be issued while dealing with personal habits such as smoking and drugs but not while dealing with issue of riots. However for instilling radical change in the society mere advertising is inadequate and the state has to contribute in all possible manners with its resources, effective law and order and so on.

2.4 Social advertising in India
According to Kundra Shipra\textsuperscript{105} social advertising is of recent origin in India. Around late sixties, with increasing socio-economic problems and popularisation of television, social advertising was given increasing attention by Government to address the issue of family planning. Since then they have become part and parcel of Indian advertising. The government regularly sanctions huge amounts for the family planning and child-care advertisements along-with advertisements on communal harmony. Apart from the indigenous advertising which has a major role to play in communicating social issues to the masses, various government departments and ministries, national and international agencies, voluntary organisations and autonomous bodies deal with various aspects of social issues.

Post independence the foremost in Indian social advertising is the Directorate of Audio Visual Publicity (DAVP), a part of the Ministry of Information and


Chapter 2: Review of Literature

Broadcasting - the sole mass communication agency of the Indian Government. The aim of the Ministry is to educate, inform and to some extent entertain the people. While doing this it also aims to create awareness about the country's development potentials and its problems. The Ministry aims to solicit the public's participation in Government's programmes and policies to bring about social change and economic development. Companies and NGOs are also taking up social advertising to address social issues. India receives assistance for social causes from international agencies too. International bodies such as United Nations (UN), United Nations International Children's Fund (UNICEF), World Bank, World Health Organisation (WHO), Norwegian Agency for International Development (NORAD), United States Agency for International Development (USAID) and Danish International Development Agency (DANIDA) have been contributing in variety of ways to bring about social change in India.

Doordarshan established the Development Communication Division (DCD) in March 2001, to function as a single window marketing division and a production house for Government ministries and public sector undertakings. It offers turnkey solutions covering all aspects of media planning, software production, scheduling and impact evaluation. Within a short span of its inception, DCD has succeeded in revitalising in-house production activities within Doordarshan. The concept was born out of a need to generate revenue by securing funds from government partners including ministries, departments and public sector undertakings. The unique revenue generation scheme envisaged flow of earnings by selling airtime at competitive rates. From five partners and nine campaigns in the year 2001-2002, the DCD has come a long way with 61 campaigns in the year 2005-2006. This seven-fold increase in just five years with 850 per cent growth in revenue is noteworthy. The DCD works as a bridge between government ministries and departments on one hand and Doordarshan on the other.

107 www.ddindia.gov.in.
Sharma Sanchita\textsuperscript{108} states the Health ministry in India had an annual budget of Rs. 160 crore for the year 2007 for information, education and communication on social issues. The government leads the social advertising chart in the year 2007, accounting for 83 per cent of the social advertisements aired on television while the non-government sector contributed mere 17 per cent. The government's share on social advertising was largely utilised for airing health awareness advertisements, which accounted for 50 per cent share of total airtime.

Mehra Priyanka\textsuperscript{109} observes in recent years social advertising has been leading the advertising industry in terms of volumes in India. According to the data released by Mumbai-based television measurement agency TAM Media Research Pvt. Ltd., commercials with social messages took up 2,800 hours of television broadcast time in the first six months of 2008, a rise of 18.5 per cent over the same period in 2007 indicating social advertising were on rise. The similar trend was observed in years 2006 and 2007 too. According to advertising inventory data for the year 2006 compiled by TAM Adex, social advertising was the top advertising category of advertisements on television. Social advertisements saw a 90 per cent growth in volumes on television over January-November 2005 for the same period in 2006.\textsuperscript{110} In 2007, social advertising topped the list at some 4,960 hours of airtime, compared with 3,965 hours that aired commercials by mobile phone services companies, followed by consumer goods, soft drinks and two-wheeler advertisements. In the year 2006, social messages were aired for 3,130 hours that grew by as much as 58 per cent in 2007. One more observation is that eight of the top ten advertisers in the social advertising category are government and its various ministries. However the impressive volumes this category represents is not reflected in the value these advertisers pay for the airtime compared with what a company or industry segment has to pay. Government gets enormous discounts.

\textsuperscript{108} Sharma Sanchita, "Big B is Social Ad Superstar," Hindustan Times, New Delhi, January 03, 2008.
\textsuperscript{109} Mehra Priyanka, "Riding on Discounted Rates, Govt Ad Rules TV," Hindustan Times, Mint, August 21, 2008.
from networks as most of the private channel owners have a special government rate card that is different from all other categories. Government is offered deals which are 20 to 40 per cent below the market rates depending upon the arrangement between government and the channel owner. The low advertising rate for social messages are agreed to by networks which use these advertisements to service their own corporate social responsibility initiatives. State-owned broadcaster Prasar Bharati, that manages close to 30 per cent of the government’s advertising spends, offers 60 to 250 per cent of bonus airtime depending upon the volume of business. Considering the potentials of television medium, government is routing its social advertising towards television, from radio spots and print space which were its primary channels of advertising so far.

According to Banerjee Rajeev and Irani Delshad Governments in power spending lavishly on advertising is a common practice in India. Especially in an election year the government spending has only one agenda and that is to convince potential voters. In the year 2004 when National Democratic Alliance (NDA) government was in power it launched ‘India Shining’ campaign which was estimated to be about Rs. 200 crores worth campaign. In spite of this extravagant advertising expenditure the NDA lost the elections. In 2009 too the Congress led United Progressive Alliance (UPA) government has a similar campaign running under the name ‘Bharat Nirman.’ Sources close to the campaign say that around Rs. 200 crores has been spent on this campaign under various heads. More than million seconds of airtime and 8,00,000 column centimeters of print space have already made the government single largest consumer of air time and media space on major media. Many media planners say that the government spending has turned out to be an unexpected boon for many channels since unlike Doordarshan all private channels do not give discounts to the government. Both these campaigns were highly political in nature highlighting the government’s

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achievement. The only difference between these campaigns being that ‘India Shining’ was largely about urban India and ‘Bharat Nirman’ is about rural India. Both the governments insisted that they were merely public service campaigns and not political ones. However one cannot disregard that it was ultimately tax payer’s funds that was being misused.

**Table 2.2**

<table>
<thead>
<tr>
<th>Product</th>
<th>Rs. Crore</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bharat Nirman</td>
<td>14</td>
</tr>
<tr>
<td>Ministry of Consumer Affairs</td>
<td>35</td>
</tr>
<tr>
<td>Ministry of Health and Family Welfare</td>
<td>14</td>
</tr>
<tr>
<td>Ministry of Human Resource Development</td>
<td>0</td>
</tr>
<tr>
<td>Ministry of Labour Employment</td>
<td>1</td>
</tr>
<tr>
<td>National Rural Health Mission</td>
<td>52</td>
</tr>
<tr>
<td>Rashtriya Gramin Rojgar</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total (at market value)</strong></td>
<td><strong>121</strong></td>
</tr>
</tbody>
</table>

Source: TAM data and channel ad rates. 
Actual campaign spend likely to be Rs. 71 crore since DAVP gets 60% discount on Doordarshan.

One prominent feature of government’s social advertising is the use of celebrities for promoting the messages. The celebrities are supposed to be lending their support for the social causes without any charge. According to former Health Minister Anbumani Ramadoss celebrities are important for social messaging as they help establish brand connect. In the Indian context many celebrities from diverse fields such as films, sports and creative arts have associated themselves with social causes, such as immunisation programmes, vegetarianism, literacy awareness and timely payment of income tax, irrespective of whether they were governmental or not. Famous actress Shilpa Shetty, actors Vivek Oberoi and Boman Irani promote social issues such as anti tobacco, proper treatment of animals and conservation of petroleum resources. Popular cricketer and former

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112 Sharma Sanchita. *op. cit.*
captain of the Indian cricket team Anil Kumble promoted vegetarianism for People for Ethical Treatment of Animals (PETA).

The effectiveness of social advertising is enhanced because of famous faces.\textsuperscript{113} There are several benefits of using celebrities for social causes as well as for the institutions involved with them. Firstly having known faces in advertisements for social causes amidst several other commercial messages is an effective way of breaking through the clutter. Secondly high profile celebrities' involvement in public service advertisements makes it easier to get free space or time from the media owners. This is very important because the fate of social advertising largely depends on support from media in terms of allocation of time. A celebrity backed social advertising released in prime time for which the media is willing to donate time exemplifies the commitment of the owner. Further, the loyalty towards their favourite celebrities also makes the target audience to support the social cause in whichever way the celebrity is asking, which is perhaps the biggest contribution of the celebrity.

For the government programmes such as the National Rural Health Mission and routine immunisation, celebrities were used to garner initial attention and later unknown people were used to carry the health message across. The Health ministry has been consistently using celebrities like Amitabh Bachchan for Pulse Polio and Rahul Dravid and Sachin Tendulkar's efforts to spread the message of HIV/AIDS among many others.\textsuperscript{114} The superstar Shahrukh Khan had appeared in National Rural Health Mission's programme urging India to participate in the immunisation programme. The Government is keen to use him further for its anti-tobacco crusade, provided the superstar himself quits his smoking habit. According to former Health Minister Ramadoss, such a public health

\textsuperscript{113} K. Suresh, "Celebrities and Public Service Advertising," Advertising Express, March 2009, pp. 31-34.

pronouncement by a charismatic personality like Shahrukh Khan will go a long way in inspiring and protecting the youth of the country from getting addicted to tobacco. Moreover, the non-smokers will also be spared from involuntary exposure to tobacco smoke if it is minimised. Actors Vivek Oberoi and Shiny Ahuja create awareness about Tuberculosis and ‘DOTS’ a treatment on tuberculosis through social advertising for the ministry. The ministry and the media planners have received satisfactory feedback for such celebrity endorsed social issues.

Following the health ministry, the tourism ministry too roped in a film celebrity for their ‘Incredible India Campaign.’ The tourism ministry appointed Aamir Khan as a brand ambassador to sensitise people to preserve India's rich cultural heritage and to teach them to welcome foreign tourists. The social campaign included television as well as print commercials in newspapers and posters.

The actor Khan Aamir had earlier stood by a social cause for which he received lot of criticism. The actor’s voluntary support for the Narmada Bachao Andolan and towards the victims of the Bhopal Gas Tragedy was heavily criticised by some political groups and activists. Such voluntary support of celebrities for social issues is not free from controversies. Different people from film fraternity have their own opinion on Khans’ stand towards Narmada Bachao. Bhatt Mahesh a successful filmmaker supports Khan Aamir’s views and is of an opinion that this is one way in which celebrities can earn credibility in their personal life, considering the insulated life they lead with a general belief that they are either apathetic or ignorant. Whereas trade analyst Adarsh Taran accuses celebrities of using causes for publicity, though with Khan Aamir he believes this cannot be the case as the actor would not support a cause unless he strongly feels about it. Azmi Shabana, a veteran film actress opines there are no issues when celebrities support

115 “Aamir Khan To Be Face Of Incredible India,” Times of India, August 8, 2008.
non-controversial causes such as AIDS, polio and cancer, it is only when they are involved in a social cause that has political ramifications, political parties rush to rubbish their stand and malign their image. Bose Rahul, a socially active film actor too voiced his opinion on Khan’s stand in this context. According to Bose it’s a service when celebrities refocus audience’s attention towards causes that are universally accepted as ‘good’ such as communal harmony or fighting female feticide specially when they are trained enough to address the critical issue. However when celebrities express their personal opinion on a complicated, non-explicit issue, which is political by nature or has two sides to it, it is their absolute undisputed individual responsibility to examine the issue exhaustively, understand both sides of the argument, form an independent opinion and then take a stand. The consequence of such celebrity social activism is not as innocuous as imitation of their latest fashion. Sometimes it may take a lethal turn beyond repair with people’s lives at stake as happened when Khan lent his support to the Sardar Sarovar Dam.

Celebrities are believed to use social causes for their own benefit, but still their support does help a cause. Speaking about celebrities for social causes, renowned advertising man and popular Hindi film lyricist Joshi Prasoon feels celebrities lend credibility to the cause and such propaganda makes a difference. Filmmaker and activist Pandit Ashok also feels famous people like Zinta Preity and Wadia Ness roped in by Municipal Corporation of Greater Mumbai (MCGM) for its cleanliness drive, who stepped out on the streets with a broom put tremendous pressure on people responsible for loopholes in the system.

Although celebrity backing helps social causes, it is not without some challenges. First, there has to be proper match of the cause with the celebrity selected, as the credibility of the endorser with respect to the cause being

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118 K. Suresh, op. cit.
promoted is a crucial issue. For example celebrity like Shahrukh Khan who is himself a habitual smoker is not an ideal ambassador for anti-smoking messages. Getting continuous and dedicated support of the celebrities is vital for the cause. This is because it is generally seen, as long as the celebrity is promoting the cause, awareness and participation levels are high. But once the association is over the cause may suffer heavily.

While speaking on advertising with societal objectives, Rathore\textsuperscript{119} feels not only governments but managements allover have realised the ability of advertising in producing additional sales in modern times. Even non-business organisations at large are using advertising to bring about a change in attitudes or behaviour of people. In India advertising performs an informative and educative task, be it army's promotion of careers in military, health department's family planning messages or labour organisation's attempt to propagate their viewpoints, all use advertising. The common factor in such campaigns is to achieve some societal objectives.

Many corporations have integrated philanthropy into their overall corporate goals. They usually allocate a percentage of their annual budgets to a variety of causes to which they contribute money, expertise or promotional know-how. Socially responsible activities enhance the image and stature of the company among its many publics and indirectly contribute to the company's commercial objectives, creating a win-win situation for the company and for society.

Profit oriented businesses adopt different measures to discharge their social responsibilities. Some companies use social advertising in order to generate goodwill by merging social idea with their product's sales appeals such as Nirodh with family planning and McDowell with drunken driving.\textsuperscript{120} Companies such as

\footnotesize{\textsuperscript{119} Rathore B. S., \textit{op. cit.}, pp. 254-266.}

\footnotesize{\textsuperscript{120} Ibid.}
Seagram and Bacardi address issues such as responsible drinking and drunken driving. In these cases the social cause is related to the product they promote. Ashish Chakraborty, creative director of Contract a reputed advertising agency feels the idea behind the commercial advertising with a social edge helps get positive evaluation for the brand and ultimately sell more units. The social twist makes the consumer feel like using a brand is a virtue.

Some companies set apart some budget for public service advertising (PSA) as a part of their corporate social responsibility. While some other companies are adopting social advertising in a rapidly changing environment as a new and creative way for engaging stakeholders observes Mehra Priyanka. The companies are using tactics of cause marketing where certain portion of the revenue from the sale of every packet of their brand will go towards some social cause like sponsoring the education of a child from an underprivileged family, fund water-conservation efforts or provide employment for people in rural areas. Such messages aren’t just about corporate social responsibility (CSR), say experts, but aimed to appeal to consumers. Many well known companies like Britannia Industries, ITC Ltd., Hindustan Unilever Ltd. have latched on to such strategies. While some companies feel that such ideas of integrating social cause with the brand is “novel and creative” while some believe consumers too are interested in products that echo their own values. A recent survey in Europe by market research firm GfK NOP found that consumers were willing to pay a 5-10 per cent premium for products sold by ‘ethical’ companies. Another international survey, this one by public relations firm Weber Shandwick, found that social causes, especially ones that have to do with the environment affect how consumers make decisions, including their “speed to action,” or time between the message and the purchase.

123 Quraishi S. Y., “Cave of Flickering Shadows,” The Indian Express, October 07, 2008.
Social concern as an advertising strategy and creative execution is emerging as the latest trend among advertisers to sell their ware. Rath Debajit who heads corporate communications at SAIL [Get Quote] explains that public service undertakings were conceived with an inherent motive of public-good and there was no competition. But with more corporate jumping into the fray it became imperative for public service undertakings to communicate that they were socially responsible and social advertising became a form of corporate social responsibility. Rath further adds social advertising gives a human face to the brand and protects it in the face of negative publicity and brands are awakening to this reality. Echoing similar feelings Bhushan Anand, copywriter with EuroRSCG, who has worked extensively on a social campaign, says, the trend of social advertising is increasing across brands and categories because it is seen as an effective way to break clutter. Whereas Bosu Sujoy feels such moves are made by several large institutions to cut through competition during recession or to project their image as that of a philanthropist. However Pasrich Samir, creative director, R K Swami for such an association to work, product and the cause has to fit with each other.

Some organisations take a cause marketing route while some other companies adopt a social cause which is not connected to their brand in any way. Turakhia Saurabh reports how Tata Tea, the market leader within the tea category, fulfilled its social responsibility to create awareness about the problems that India faces and to initiate positive action to help society break free from apathy by tying up with Janaagraha for the ‘Jaago Re’ campaign. Founded in 2001, Janaagraha is a NGO working on social awakening, with citizens and their governments to improve the quality of life in cities and towns, by addressing issues of urban

125 “New Face of Social Advertising,” op. cit.
127 “New Face of Social Advertising,” op. cit.
governance.\textsuperscript{129} The Jaago Re is a bid to awaken the entire country and to facilitate “One Billion Votes” campaign on-ground. The campaign was targeted at the youth, who would be urged to stand up against social apathy. With plans to create awareness in colleges and organisations in 35 cities across the nation, One Billion Votes will create a platform to help the people vote. The take away message of their on-ground and online campaign being, “If on Election day you’re not voting then you’re sleeping”.

Qureshi S. Y.\textsuperscript{130} feels the corporate have a great responsibility and they must ensure that their product promotion should not be at the cost of public health and wellbeing. In the developed countries, they are very generous in this regard. Unfortunately, in India companies have not been generous with respect to public service. Sen Shunu\textsuperscript{131} too voices a similar concern for the amount of social advertising being done in India. He feels issues such as drugs, safe driving, not drinking before driving, adult education and family planning have been subjects of communication in many countries including India. But companies are not advertising enough and there is very little ‘cause marketing and advertising’ in India. A senior functionary from a noted NGO concurs, corporate are more keen on gauging the marketability of social issues rather than finding solutions to long-standing problems and its ironic that the budget for social advertisements is culled from what the consumer pays.\textsuperscript{132}

However the trends are changing and social advertising in India is on the rise observe Pande Bhanu and Sharma Amit.\textsuperscript{133} The year 2008 should be considered one of the most phenomenal years considering India Inc’s brand initiatives. Social awareness and proactive initiatives, driven by the corporate India reached a new

\textsuperscript{129} www.jaagore.com.
\textsuperscript{130} Quraishi S. Y., op. cit.
\textsuperscript{131} Sen Shunu, op. cit.
\textsuperscript{132} Bosu Sujoy, op. cit.
high for the mass awareness, assertion and action. Times Group’s Lead India/Teach India campaign and Bureau of Energy Efficiency’s energy efficiency certification initiative signaled a beginning to this tone of ‘awakening’ early in the year. This was followed by host of brands which have successfully woven their brand with a social idea—right from Tata Tea’s electoral awareness campaign Jaago Re, Idea Cellular’s ‘What an Idea’ campaign highlighting rural education and political accountability, Securities and Exchange Board of India’s (SEBI) investor awareness programme to State Bank of India and ICICI Bank’s consumer education series and finally the Ministry of Consumer Affairs’ ‘Jaago Grahak Jaago.’ Though the year ended on a sad note due to the terror attacks on Mumbai, the financial capital of India, it spurred a series of social advertisements and campaigns demanding for accountability in loud voices against terror attacks.

Apart from the government, celebrities and companies, media too make their contributions towards social advertising. One way in which media makes its contributions is by providing free space or slots for running social advertisements.\textsuperscript{134} Zee Entertainment Enterprises was founded in October 1992, which is India’s first and largest fully integrated media and entertainment company.\textsuperscript{135} Recognising its social responsibility, Zee Entertainment Enterprises launched ‘Zee Touch India’ initiative which enables corporations to air social films on all 15 channels owned by Zee TV without paying for the airtime. This is mainly to do away with the financial constraints that corporations suffer while espousing social causes. The public service advertisements telecast to date on its various channels include campaigns for breast cancer, visually impaired, HIV/AIDS and Pulse Polio. Apart from airing campaigns for free, Zee Touch has another initiative under the name Zee Jagran which is a half hour program that showcases charitable endeavours taking place in the society. Any organisation that aims to make world a better place can partner with Zee and get recognition for

\textsuperscript{134} Sharma S. and Singh R., \textit{op. cit.}, p. 62.

\textsuperscript{135} www.zeetelevision.com.
itself and support for the work it is doing. Along with these efforts Zee TV with its numerous entertainment channels, reaching over 500 million viewers, had woven HIV/AIDS awareness messages into its top entertainment programmes and reality shows. Storylines of prime time shows highlighted concerns and issues related to youth. Further, the network through its regional channels reached out to viewers in small towns and cities as well.

Indian government figures indicate that there are more than five million people living with AIDS/HIV in India. Two Indians become infected with HIV every minute and one in every six new HIV infections worldwide occurs in India. India is at a critical point in its epidemic with AIDS/HIV poised to spread quickly. It is widely recognised that large-scale prevention interventions could help to avert a HIV epidemic in India. For many years India has been taking desperate steps to control AIDS/HIV considering the way this deadly virus has taken its toll on Indian population. Many broadcasting and press media have been instrumental in bringing about AIDS awareness by partnering with NGOs. Star TV\textsuperscript{136} in India has established a media partnership with Heroes Project since 2004 to reduce HIV/AIDS stigma and raise awareness of its prevention through television and mobile phone media. Heroes Project is a national HIV/AIDS initiative launched to work with media organisations and societal leaders in India. The project saw many television channels and publishing houses supporting the cause in their own way. STAR India’s five-year airtime commitment is worth US$23.16 million, reaching an estimated 70 million viewers and garnering nearly 50 per cent of the media exposure on HIV/AIDS. It is the largest non-governmental public service campaign in India which has engaged nearly one hundred film and sports celebrities including Bachchan Amitabh and Dravid Rahul and trained nearly five hundred writers and producers in creating HIV/AIDS messaging. Their PSAs have been aired over 11,500 times in three languages across STAR India channels.

\textsuperscript{136} Heroes Project, Star Care, www.startv.com.
Apart from lending free air time and partnering with NGOs, media has also contributed by acquiring role of the advertiser. Aaj Tak one of the leading Hindi news channels, pioneered the role of advertiser\(^{137}\) by creating its own social advertising campaigns, where a protagonist addresses the various social evils like corruption, eve-teasing and smoking in public places. These advertisements were regularly aired on its channels. These social advertisements made by Code Red Films were honoured with the prestigious Radio and Television Advertising Practitioner’s Award (RAPA) awards at the 29\(^{th}\) All India RAPA Awards in the Public Service Advertising category.

Besides such regular contributions, in crunch situations media has contributed in all possible ways to sail through the crisis. In times of major accidents, earthquakes, wars and floods various media groups have extended help in the form of help-lines and updated information. Further media houses have mobilised funds and delivered food and clothes to the victims.

In the wake of the terror attacks in Mumbai on 26\(^{th}\) November 2008, one of the biggest attacks of the recent times, Bedi Puneet Bahri\(^{138}\) gives the review of various initiatives launched by Indian media houses. NDTV profit launched a campaign that addressed issues such as security, intelligence, infrastructure, corporate activism and crisis management from the corporate world of India. Newspaper, Daily News and Analysis (DNA) launched its own initiative called 'Eyes and Ears - People Protection Group' to encourage people to report anything suspicious in their surroundings to DNA. Network18's English news channel CNN-IBN in association with Hindustan Times launched their own agenda against terrorism called, ‘Citizens against terror.’ Aaj Tak, the Hindi news channel initiated its campaign 'Declare War on Terror.' The mission of this movement was to bring all Indians together to fight and counter terrorism in all forms. Mumbai-based daily

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tabloid Mid-Day extended its campaign against terrorism on its radio station, Radio One 94.3 FM where they questioned government on certain key issues.

In response to the terror attacks in Mumbai on 26th November 2008, the India Today Group\textsuperscript{139} launched an initiative under the aegis of its non-profit foundation CARE TODAY. It started from five cities - Mumbai, Delhi, Jaipur, Ahmedabad and Bangalore - on December 3, 2008, with people taking a pledge to defeat the terrorists and their motives. The forum intends to bring about change in policy and law. It aimed at studying and presenting proposals for upgradation of anti-terror institutions. Moreover it intends to serve as a watchdog body to demand efficiency, governance and alertness from civic administration. It aims at ensuring that the heroes in the war are honoured. It is determined, through debate and discussion to try and build a national consensus on this issue. Above all it will strive to ensure that the issue of terrorism does not fade away from the public domain and the national agenda.

Apart from DNA, NDTV, Aaj Tak and CNN-IBN many other media houses played a role of social agents observed Bhattacharyya Anushree\textsuperscript{140} in response to the 26/11 terror attacks in Mumbai that shook the world. These social agents were prompt to react and within a month from the attacks were out with campaigns to create awareness about terrorism and to find solutions to some of the key issues which could prevent India from facing a similar situation in future. Radio station Red FM launched its campaign 'Enough is enough' in which the airwaves were thrown open to citizens of Mumbai. Mumbai station of ADAG owned Big 92.7 FM undertook a special drive to urge each and every Mumbai citizen to join them and speak against terrorism. 'Mumbai Halla Bol' saw people from all walks of life coming together. Additionally, ENIL's Radio Mirchi 98.3 FM initiated a 15 day

\textsuperscript{139} "Over 94000 Join India Today Group's Movement Against Terror," India Today, December 13, 2008.
campaign 'Be alert but don't be prejudiced' appealing all to practice communal peace rather than blindly blaming a particular caste or religion for the cause.

Advertising agencies in India also contribute towards social advertising.\textsuperscript{141} Since there are no set parameters for charity, every advertising agency has its own ways and means of contributions. Alyque Padamsee, who is currently chairman of London Institute of Personality Development, while working with Lintas, a well-known agency, used to keep aside one per cent of their profits to make public service advertisements. Lintas had made several social advertisements.\textsuperscript{142} Many leading agencies such as Pressman Advertising and Leo Burnett have a special department for social advertising.\textsuperscript{143} Ogilvy & Mather India (O&M) has done impressive work in social field with campaigns for the Cancer Patients Aid Association, The Jaipur Foot Association and Indian Association for Promotion of Adoption and Child Welfare, among others. Pandey Piyush, group president and national creative director, O&M explains their policy for social advertising. The policy varies case-to-case, \textit{in case there is a NGO without a budget then they are asked to only reimburse the actual expenses incurred without any charge for creatives}. Chawda Varsha, who heads SOMAC, the social communications division of Lowe also speaks about a similar pattern followed in Lowe. In Lowe though all social campaigns are not done for free, most of them are done at concessional rates. Some agencies make social films on their own such as Rediffusion made a campaign on child prostitution out of their concern for the society. Besides, the agency was actively assisting the Mumbai Police and Punjab Police with its advertising. These commercials covered issues such as following traffic signals, safe driving, safety at home, neighbourhood watch schemes and highway safety.

\textsuperscript{142} Sen Shunu, \textit{op. cit.}
\textsuperscript{143} Malhotra Pervin, "Ad Light on Problems That Concern Us," The Telegraph, Calcutta, India, October 11, 2007.
Apart from being an opportunity to contribute towards social objectives, advertising agencies consider social advertising as a platform to showcase their creativity. As Malhotra Pervin\textsuperscript{144} observes many advertising agencies are rediscovering their passion for social advertising. Social advertising gives the creative heads from agencies a free hand as the work is mainly pro bono.\textsuperscript{145} The best advertising talent is taking up the challenge to make advertising with social messages that are targeted at creating awareness about AIDS, family planning, child abuse, drug abuse, adult literacy and environmental conservation. Many of these have also been admired for their aesthetic excellence. The volume of such films has further increased since many companies are supporting causes. The companies consider this as an opportunity to enhance their people-friendly image or discharge their corporate social responsibility. Chattopadhyay Sumanto,\textsuperscript{146} Creative Director, O&M, feels in these types of advertisements, the subject matter itself has an inherent dramatic quality. In the hands of a talented creative person, this drama can be amplified to stunning effect. Besides the social service organisations involved are not so preoccupied with things like 'brand architecture,' 'advertising proposition' and 'discriminator;' the creative person is free to give full rein to his or her creativity. (Contrast this with what happens in a typical commercial brand advertising scenario where the real challenge is not in creating great advertisements, but in getting them past the client). As a result agencies find it easy to work with NGOs compared to mainline clients since they are often less rigid and more amenable to good creative ideas, which allows for better advertising. And this, in turn, has an effect on mainline clients, as they look at the agency's good work and notice the ideas in mainline advertising too.\textsuperscript{147}

\textsuperscript{144} Malhotra Pervin, \textit{op. cit.}
\textsuperscript{145} Ibid.
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Paul Josy, Chairman and National Creative Director, BBDO, has an altogether different view while working on social ideas merged with commercial product/services. The agency believes in a philosophy that in every product or service, there is an inherent human cause and agency's moral and creative duty is to find it. Advertising agencies and advertisers adopt socially centric theme with its emphasis on powerful human values due to the rising paranoia about the state of the advertising industry. Advertising has always been on the verge of being marginalised and keeps losing out to branded entertainment like public relation and other events. And advertising campaigns that deal with social agendas is the best way to become significant and save the business by integrating it into the social fabric and into society's value system.

Subramanian Anusha feels social advertising in India is changing drastically almost without exception, slickly produced and expensively mounted. Social advertising in India is witnessing massive increase in the levels of professionalism in this area. Chattopadhyay Sumanto, Group Creative Director, WHICH AGENCY, explains as the work is mostly pro bono, creative people get a free hand while working with this genre of advertisements. That is probably what results in the high quality of these campaigns. Parameswaran M. G., Executive Director, FCB Ulka, feels that the change is because organisations are willing to pay for social campaigns. John Hopkins Centre of Communication's AIDS Campaign 'Jawan Hoon Naadaan Nahi' created by FCB ULka was Rs. 10 crore campaign. Dentsu’s Creative Director, Mendonca Adrian also echoes similar feelings, the planning, execution and evaluation of social campaigns are accorded the same importance as regular commercial ones. The absolute sums of money being spent on social advertising have increased substantially and the budgets in case estimated could run into several hundred crores, especially if one monetises the media exposure. Lakshminarayanan R., CEO, Mudra Marketing Services

149 Subramanian Anusha, op. cit.
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explains this treatment for social advertising could be because social causes are defining corporate vision and brand stances and hence, they are seen as a part of total branding exercise.

Though social advertising is getting highly professional, Jaisinghani Bella\textsuperscript{150} feels it suffers from its own version of haves and have nots. It is generally observed voluntary organisations interested in working for the society pick up issues such as AIDS and HIV positives where funds are liberally sanctioned. Whereas issues devoid of funds like illiteracy among children or care of Thalassemic patients rarely get any attention. This secondary treatment is observed from media too that shies away from non-glamorous social issues. AIDS is a huge celebrity enterprise and organisations try to portray celebrities as caring individuals who need to be taken seriously. But celebrities use such campaigns as vehicles to improve their own public image with little conviction about what they are saying to the camera. The welfare sector in India is beginning to assume the complications and the intrigue of the corporate world since the advertisers too are seen using the welfare messages to camouflage their commercial motives.

Shahane Devayani\textsuperscript{151} makes her assertions on unimpressive nature of social advertising in India. The fate of various good cause social advertising in India aimed at educating or admonishing the masses is lost because they have not been introduced in the manner to make an impact. One way of enhancing social advertising is by using film stars. The UK government had run some successful campaigns to spread messages on social awareness among the South Asian communities by using Indian film-stars. Dr. Deshpande Vilas, deputy director, state health information, education and communication, feels government advertises the social issues with limited budgets and as a result the impact of social advertising is also limited. Bhat Kiran, CEO Quebec, observes social advertising

\textsuperscript{150} Jaisinghani Bella, "The Hysteria of Activism," The Times of India, December 3, 2006.
\textsuperscript{151} Shahane Devayani, "Social Advertising: Don't Condone It, CONDOM It," The Times of India, September 6, 2001.
lacks emotions and is not made in a way that would generate interest. So there is need to localise advertising and make it as per the audience's strata and cultural constraints. Whereas Dembla Arnaaz, associate creative director, TBWA Anthem suggests specially after looking at the popularity of various television serials that reach and impact of social messages can be enhanced by making popular television stars address the issues as a part of their serials. If social advertising is spruced as brand advertising is and if it is made in a subtle fashion it will bring about the necessary change in the society.

Indian social advertising is often criticised for its quality and impact yet it has gained attention from international juries and industry experts, especially in the past few years. Some of these advertising are so ingenious and creative that they corner a fair share of awards on the global stage. Guram Alice\(^\text{152}\) observes Indian social advertising getting recognition internationally. Rediffusion-DY&R Brand Communications had secured nine finalist entries at the London International Awards. Of these nine, four campaigns were nominated in the social campaign category. While two films made for Maruti Udyog Ltd. urged viewers to obey traffic rules, the film made for a Mumbai-based non-governmental organisation focused on the gruesome aspects of child prostitution. Another film, Flower Child, was from the Novartis campaign. The campaign on child prostitution initiated by Rediffusion was sponsored by Mumbai daily, Afternoon Courier and Dispatcher.

BBDO's campaign 'Open your mind' for Essar won India's first International Pencil Award at the One Show Awards in New York.\(^\text{153}\) The agency has to its credit many popular advertising campaigns like 'Jaago re' campaign for Tata Tea and social campaign for Idea Cellular.

\(^{152}\) Guram Alice, "Social Advertisements from India Make It to London Festival," The Indian Express, November, 15, 1998.

Mudra Delhi won a Silver at the AME Awards (Advertising and Marketing Effectiveness) of the New York Festivals 2005, for its 'Save Water' campaign, RMG David's 'Nest' campaign for WWF won a couple of awards at the ABBYs, One Show Pencil, Young Guns and London International, where locally produced public service campaigns charmed the local and international jury.154

A media relations campaign aimed at promoting the consistent use of condoms as part of safe sex practices and family planning in India was chosen for the 2007 United Nations Grand Award for outstanding achievement in public relations. The Grand Award was established in 1990 to recognise excellence in campaigns that address UN priority issues. The campaign, 'Condom Bindaas Bol,' was designed to address a decline in condom use and sales across eight northern Indian states - Bihar, Chattisgarh, Delhi, Jharkhand, Madhya Pradesh, Rajasthan, Uttaranchal and Uttar Pradesh that account for 45 per cent of the condom market in India and make up 40 per cent of India's population. The award was presented as part of the 2007 IPRA Golden World Awards at a ceremony in London. The social campaign, created by Delhi based Weber Shandwick, is a joint effort of PSP-One, USAID project, ICICI Bank and the Indian Health and Family Welfare Ministry.155

Shatrujeet N.156 sites many of India's nominations and winners (in print, outdoor and film) preponderance of advertisements in the Public Service category at the Cannes International Advertising Festival 2003. More than a third of the 29 nominations in print and outdoor were public service/social awareness advertisements. Of the four Lions in print and outdoor, three were for public service advertisements (for CPAA), while only one (Coke) was for a mainstream advertiser. India's film shortlist too had a clear public service tilt. In the year 2004

156 Shatrujeet N., op. cit.
too, of the seven Indian entries that had been nominated in press, four carried public service/social awareness messages for NGO clients. In the outdoor category, of the 17 short-listed entries from India, while four were directly for NGOs, six were for mainstream clients and brands - with themes centered at social awareness and safety. And two of the four Lions that India won in the same year were for social awareness advertisements. Thus Indian advertising depends heavily on public service category when it comes to sending entries to the most prestigious Cannes International Advertising Festival.\(^{157}\)

While award-winning entries deserve to be congratulated, there are quite a few industry insiders who feel that some of these advertisements are produced with the objective of grabbing awards and have little to do with the effectiveness of the commercial. The criticism is not actually about public service advertising. It is about the fact that these advertisements were hardly seen by anybody earlier indicating they were only made for award festivals.

Many senior people from the field acknowledge the existence of 'awards obsession' in the industry and in fact in some cases public service advertisements are made first and then they look out for a sponsor. There is no unanimous opinion about whether public service is charitable or commercial; some experts believe it to be charitable because there is no money in it on the other hand some assumes it to be as professional as any commercial advertising.\(^{158}\)

In nutshell, social advertising in India is characterised by contributions from all participants, headed by government followed by corporate, media, advertising agency and celebrities as well. The social advertising in India addressing multiple social issues is not only on rise in the recent years, but is also recognised for its creativity at international level. Whether social advertising is done for self-


\(^{158}\) Joshi Devina, *op. cit.*
aggrandisement or for the greater good, as long as the public is benefiting from it, it should be definitely encouraged.

2.5 Conclusion
The current chapter dealt with literature available on three major aspects of social advertising. The first aspect deals with advertising which covers the different definitions of advertising so as to facilitate understanding of the terminology. The first module also shares the views of different defenders and critics of advertising with respect to the role of advertising in the society. Just as advertising is a component of marketing, social advertising is an element of social marketing and therefore understanding of social advertising is incomplete without awareness of social marketing. To facilitate this second module covers social marketing and social advertising. The third module is dedicated towards getting acquainted with the way social advertising is promoted in India. It briefs about the various social advertisers in India, how they contribute towards social advertising and the controversies that surround social advertising.
Don’t be ignorant. Vaccinate your child against polio.