CHAPTER 5

Modes and Prospects
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5.1 - ADVERTISING SCENARIO

Advertisement has one diverse range of jobs for various types of inclination, talent and personalities. There are number of jobs variety for different creativity and skills in the organisation. Advertisement can also reflect the value system and aspiration by the customer through growing activity. It can be in terms of service, product, lifestyle, new scenario are launching in market particularly. Advertisement always develops new requirement. It can be said that advertisement generated the way of living in modern form.

It is even severe competition between organisation of new product or new service providers with leading tremendously in the marketplace. Different manufacturers, service providers, marketers are offers the same product range which require advertisement. Therefore the customer haves wider choice selection. Some times two diverse product or service meet similar need of customer. The customer may select between two different products of different organisation or manufacturers.

Therefore marketing and advertisement once may asks for brands or branded products and brand names. Indian advertising industry is talking business in this modern age. Originally advertisement has a small scale business function but it become a full fledged industry. Now a days advertising industry emerged majority with tertiary sector. Advertisement involved number of personnel and capital employed industry with creative aspect. The advertisement industry in India has secured its position in real time from the bottom to top.
5.2 - Benefits of Advertisement

Advertisement plays a vital role in overall business development so that it has several benefits for businessmen, for consumers and society which has been categorized in the following manner.

- New product introduction
- Increase sale volume
- Maintainace of existing customers
- Creating and enhancing organisation goodwill
- Provide support to dealers
- Creative intensive brand image for product
- Personal selling helps

5.3 - Traditional and Modern Advertisement

As traditional media-based advertising strategies have come up against the variety of direct below the line promotional activities, and at a time when advertising agencies, business model and ways of working have been changing, it has become usual to think less about an advertising campaign. As a consequence, and under sub rubrics, modern advertising and other marketing activities are treated more readily as constituting one enterprise, however complex and distributed on the ground, so that diverse means and modes of advertising and marketing communication are, at the same level, part of a unitary plan, under the joint stewardship of a brand owner, rand managers and contracted communications companies. This development deconstructs the thinking and terminology behind above and below the line advertising. This integration of direct and media-based marketing has lead to discussion of through the line advertising and brand communications strategies. Modern marketing matures, the boundaries between above and below the line of advertisement and becoming even less clear. Modern especially boosted by technological intervention that most destabilizes those communicative territories formed in the late twentieth century and culturally and commercially inhabited throughout that period by mass media advertising.
5.4 - Modes of Advertisement

There are different ways to categorize advertising which is known as Advertising Modes. The classification based which is most population on the modes of advertisement as shown in figure 5.1 as follows.

- **Print Media**
  - Newspaper
  - Handbill
  - Poster
  - Banner (paper, cloth)
  - Pamphlet
  - Brochure
  - Leaflet
  - Books

- **Electronic Media**
  - Television
  - Radio
  - Cable Network

- **Digital Media**
  - Internet websites
  - CD and DVDs
  - Cell Phones

Figure 5.1: Modes of Advertisement

- Print Media is the most popular advertisement form. There are so many print media advertisement can been in the above figured examples.
- Electronic media advertisement are more animated usually. One can experience electronic media advertisements on television, radio during programmes.
- Digital Media advertisement may seen on computer or mobile phones. In the twenty first century digital media advertisement growing and impacted significantly. This is new platform of advertisement and growing rapidly because customer apply mobile and computer regularly.
5.5 - Truth in Advertising

Advertising is an important means of marketing communication. It communicates the message to target audience. For long run success, it is must that advertiser gives truthful ads. It means the ads should disclose trust facts about the product and its features. Ads should not exaggerate the features of the products. By giving false ads the marketer can sell his product in the short run only. Consumer cannot be befooled in the long run. The advertiser can create favorable image, brand loyalty, brand preference by issuing truthful ads. If people begin to disbelieve the ad, it will badly tarnish the brand image. And in the long run, the advertiser will be the sufferer. But now a days, come across many untruthful ads. Many studies have shown that people are losing faith in advertising. They believe that many ads given false facts, exaggerated statements and fake testimonials.

5.6 - Prospects of Advertising in Tribal Area

With the different cast, class and tribes the Indian society is become social complex social in the world. There are eighty percentage population in India residing in the villages and tribal areas with high illiteracy rate. Therefore mass media insufficiency growing and slowly reach the population. Indian advertising has yet to shed its elitist urban image and open up the vast rural market which, in per capita terms, may be poor but which in the aggregate, is an important market segment to which advertising has not yet spread to the desired extent. Beside this it has a great role to play in assisting in the eradication of poverty. Thus there is a big prospect for the businessmen to exploit this vast rural and tribal market which is still unveiled because bulk of the Indian population resides in villages. The earlier way of advertising in this tribal area are folk theatre songs, puppetry, painting on the wall, poster, road demonstrations, agricultural game, postcards etc but there are various new ways of advertising in this modern age.

Customers from the villages are more conservative in nature than that of urban counter parts. They desired about innovation in product is restrictive. The most of the people in villages are farmers. But they have basic needs for consumers non durable like soaps, shampoos, creams, toothpaste, tea etc. In consumer durable they need clothes, TV, fridge etc. but due to lack of money they given more preference to price.
They want cheap and quality product. So they spend less on luxuries. Another important aspect of advertising is media what kind of media should be used in rural parts of India. Another key factor in rural advertising is retailer in villages, the people faith on retailers is very high. The people ask the retailer that which product is better. So the businessmen should give more values to the retailers.

Finally, this market should be exploited by the advertisers because it is a big market and bulk of the Indian population resides in villages and tribal area. Advertising professional will have to tell them about the product through proper channel which is access to them. They have to move to the rural India with new strategy.