

New Dimensions in Advertising

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ABSTRACT

The advertisement strategies adopted by the companies is undergoing a paradigm change due to the growing competition, changing customer needs and use of new IT and communication tools. Overall advertising has changed with the development of new media, new channels of communication and new advertising models. This change has created an opportunity to experiment with innovative models of advertising in order to give a boost to the growth of this industry. The newer ways of advertising could be either creating a memorable tune, using celebrities as brand ambassadors, or using brand mascots like vodafone's pug dog or zoo zoos, which is having a tremendous impression on the minds of viewers even without using celebrities. The advertisers are also relying on different emotional appeals like humor or emotional appeal, which stimulates the mind 3000 times faster than rational thought. Tryvertising, covert advertising, mobile/sms advertising, advergaming, etc. are also the newer ways to inform and influence the customers in this competitive world.

Key words : Claim; Financial Performance

Introduction

The technological marvels in recent times have been instrumental in knitting different countries together and making industries assume a global perspective. There is no doubt that advertising of products and services has also been influenced by these trends. The two main objectives of informing and persuading consumers, which advertising primarily seeks to accomplish, have taken new dimensions. Online marketing and e-advertising are

gradually gaining importance. The influence of TV ads on viewers must also be reckoned with. The advertisement strategies adopted by the companies is undergoing a paradigm change due to the growing competition, changing customer needs and use of new IT and communication tools. Overall, the advertising landscape has changed with the development of new media, new channels of communication and new advertising models. This change is, not only a challenge,

but also and opportunity to experiment with innovative models of advertising in order to give a boost to the further growth of this industry.

Memorable Tunes : Connecting a Brand

Every company tries to create some unique tune which will go well with its brand and then uses it for every communication of the brand. Today, more brands have developed memorable tunes to catch the eye (ear) of the audience both at the corporate and brand levels. Some of the tunes are so powerful that people hum it or use it as a ringtone in their mobile phones. How many of us know that brand India has a brand tune, *Jana Gana Mena....* One of the greatest films produced by the Government of India to promote national integration was based on one tune — *Mile Sur Mera....* using rag Bhairavi. This is the classic example of how a great tune and a good song can infuse freshness, energy and unite the entire country.

Once the tunes become popular, people remember it for long. Some of the memorable brand tunes that instantly come to one's mind are those of Britannia, Titan, Nokia, Airtel, Vodafone, Idea, Aircel, and Reliance. A great tune is nothing but creativity at its best. Tunes should be developed from a longterm

perspective and should become the identity and asset of the brand. The tune should be catchy, memorable and powerful and customers must easily and readily connect the tune with the product and the brand.

Advantage of Creating a Tune—

By creating a unique or refreshing tune, a company can catch the consumer's attention at the first go. While tunes play a very significant role in enhancing a brand or product value, they work well only when they blend with the overall communication that the company wants to have with its audiences. Once the tunes get popular and sink into the consumer's mind, the company just needs to retain the key elements of the tune to make it a brand property.

When it was first introduced in 1988, the Titan signature tune — from Mozart's Fifth Symphony — quickly became a rage: the tune stayed in people's minds, and everyone hummed along when the tune appeared. The brand is 22 years old but the original ad jingle and the essence of the tune have remained intact.

Tunes can be created either for the individual products/brands or the mother brand or the corporate. Titan tune is the one which

goes into all its products ads. It is modified depending on the mood the personality of the product.

Tunes also make brand ambassadors popular. The Airtel signature tune composed by A.R. Rahman is the world's most downloaded piece of mobile music in the world with over 60 million downloads. Incidentally, this tune has made its appearance in several forms including car reverse music. Similarly, the pug in Vodafone has also become famous along with the brand tune.

Memorable tunes become the Brand Property

Some of the popular brand tunes of today were created many decades back. Consumers can immediately connect these tunes to the brands even without seeing the ad. Titan, Airtel, Britannia, Lifebuoy are some of them. Today, the tunes of these brands have become a key property of the companies. A great tune is what provides that extra embellishment to any jingle or song.

Hence, the think tank which works on the tune needs to be really creative to create the tune that can express the product features, can be distinct and pathbreaking.

Finally, a very catchy tune, which remains in customers' memory for long, helps the brand to beat the clutter and creates some differentiation in a very crowded market.

Brand Ambassadors — Marketing Magnets

Brand ambassadors are experimental marketers who set the trend and create an enduring relationship with consumers. Brand ambassadors are hired by companies to promote their products or services. Commercials and TV advertisements endeavor to boost the sales by using popular personalities and celebrities and most companies shell out huge sums of money just for their appearance in the ad.

Celebrity Vs Brand Mascots

Today, different types of brand ambassadors are being employed to keep the brand in a tangible form so as to showcase the message in different forms and through different avenues. India being a close-knit society, people are tremendously influenced by their peers and celebrities.

Yes, it is not only Bollywood personalities like Amitabh Bachchan, Shah Rukh Khan, Aamir Khan, Kareena Kapoor, Priyanka

Chopra, etc., who are most sought after by the companies, even sport celebrities like MS Dhoni, Sachin Tendulkar, Sehwag etc., are today's popular endorsers whose charisma can create a magical increase in sales.

In the clutter, where one celebrity endorses many brands or many brand hankers to be associated with a celebrity, when the brand ambassador endorses a single brand the impact is high. For instance, the Wah! Taj! Wahl Ad — forces the audience to visualize both Ustaaad Zakir Hussain and Taj Mahal **Tea**. As the brands go global, the popularity of the celebrity endorser among the targeted audience over larger geographical area is significant. Nowadays, only the presence of very famous celebrities can refrain the people from zapping through channels during ad breaks.

However, there are some ads which have left an indelible impression on the viewers' minds even without using celebrities. For instance, the *daag acche hair*) ad of Surf Excel and the Vodafone ads, which has the unconventional brand ambassadors in the form of the pug dog and Zoozoos.

It has been found that the recall value of ads of Vodafone and Surf Excel beats those of King Khan endorsed by Airtel or Big B's ad for Cadburys. Yes, recall value of some ads using mascots like Amul Girl, Onida Devil, Nirma Girl or Air India Maharaja are relatively high. The biggest advantage of mascots is that they have one-to-one association with the brand, which is knotty for the celebrity endorsing more than a brand. They can never replace mascots like Onida Devil or Ronaldo McDonald, the clown. When one saw the rabbit of Duracell, we knew what they were talking about, but today if you think of Shah Rukh Khan, more than 20 different brands come to mind.

The strategies to use brand mascots like Nirma Girl, Amul Girl, Fido, Gattu, Onida Devil, Chintamani, and the splendid Zoozoos act as components of the brand and give uniqueness to the product or service.

Furthermore, people are now no longer interested in watching the same celebrity again and again endorsing the product, which they may never use. Hiring the celebrity is not easy and is also very expensive.

There is no doubt that Vodafone and O & M have given birth to a new superstar during the IPL season 2. Zoozoos have become more than a brand mascot for Vodafone now.

They have provided the Indian advertising world with a new concept and have proved that good innovations always pay. Vodafone also made huge cost savings in this process. The 30 ads cost the company just Rs. 3 cr. Compare this to the Rs. 6 cr amount paid to the brand endorsers, Kareena Kapoor and Saif Ali Khan, for a 10 second Airtel ad. This is a perfect example of using the money in an appropriate way, especially during recessionary periods.

Indian advertising has no dearth of talent and innovativeness but Zoozoos campaign has given a new direction to the industry i.e., to think beyond the real life picture and provide the viewers the real taste of fun.

The Art of Using Humor in Advertisements

Humor doesn't require any preface. The word itself brings a smile on everybody's face. It has a universal language, which is capable of catching everyone's attention immediately and it is the only influential device that can be used to make people

laugh and also send across a message in a subtle way simultaneously.

Advertisers use several tricks to gain the attention of the customers and one such tactic is introducing humor in commercials.

Humor Appeal in Ads

There are diverse forms of introducing humor in the ads:

Comparison — In this situation, two or more aspects of different (competitors) products/brands are put together in a funny situation and a comparison is made between the two elements. A typical example of this in the Indian context is the Sprite and Pepsi commercials which keep on picking on each other and develop a funny situation.

Personification — Here, human traits are compared to those of animals or plants to create the appeal. For instance, the ad of Amul Macho undergarments used the animal, orangutan, to create the appeal.

Exaggeration — Here, either the product characteristics or the product offer is overstated or exaggerated. Most of the Fevicol ads fall in this category.

Pun — Pun means playing with words and language that give rise to new meanings and humor. For instance, *Havells Fan: Bifli*

Ko Bachana Hai. That means Havells Fan: Saves Electricity.

Sarcasm — Ironic comments about the events in daily life or sarcastic rations can be sorted under this group. Reliance mobile ads utilized this type of appeal greatly that how Indians love to offer advice but when it comes to spending money to do so they stop offering advice.

Silliness — Silliness can vary from making hilarious faces to different situations where people perform in a witty or unusual manner. The Bingo Potato Chips is an apt example where a group of scientists are shown testing the efficiency of Bingo chips on diverse situations and on different subjects.

Humor in Indian Ads

Humor is not intended for all people. There are many issues that have to be considered while developing humorous ads in an ethnically diverse nation like India.

It must be remembered that humor cannot be successful always and it is not very easy to constantly create funny ads. However, Amul and Fevicol have been able to do so. While fitting humor in advertisements, a marketer should be very cautious as a minor divergence might ruin the brand building exercise.

Emotions in Advertising

Emotion stimulates the mind 3000 times faster than rational thought. It's an emotional world we live in.

Many people say we live in a rational world but nothing could be further from the truth. Emotions drive our behavior; the world is driven by emotions. Rational thought leads customers to be interested but it is emotion that sells. People really aren't much interested in attributes; they want to know if they can have a product that suits their personality. It is all about values.

Emotional marketing is better in many instances than rational marketing that focuses on product attributes. Capturing minds is one thing; capturing hearts is quite another. Build emotions in your marketing strategies; don't always chase "share of wallet" — chase "share of heart". Employ strategies that would make decisions very emotionally driven and remove the rational questions that might drive the prospect elsewhere.

For instance, Dish TV's ad of Shah Rukh Khan and his wife adopting a girl child and try to make her smile.

Tryvertising

'Tryvertising' is an innovative way to reach the market — a cross between

advertising, product promotion and marketing communication. Tryvertising essentially takes product placement to the real world, integrating products into the daily life of consumers so they can make up their minds based on their actual experience with the products.

Product placement is a common technique to create more exposure for products by placing them within view or in use in film and television scenes or in plays. In a more general sense, product placement can comprise the giving away of samples in letterboxes, magazines and supermarkets. But there is no guarantee that these products are seen or tried out at the right time, in the right place and by the right target audience.

Tryvertising comprises activities that are a natural fit with consumers. And when the consumer actually tries the product, their experience is much stronger than just hearing about it or seeing someone else use it in the media. The examples below relate to well-known brands, but you could just as easily apply the concept to your own situation. The examples could help to stimulate your ideas on ways to team up with others to capitalize on Tryvertising:

- Car manufacturers like **Mercedes-Benz, Porsche** and **Mini Cooper** partner with luxury hotels to offer guests the use of a car with unlimited mileage during their stay; a full tank of petrol each morning and overnight valet parking. According to **Ritz Carlton Hotels**, dozens of guests have bought a new car based on these integrated test-drives.
- **Nike's** Runner Lounge in Vancouver can be used by runners preparing for the annual Vancouver half marathon to rendezvous for a run, get free massages, drinks and snacks and perhaps most significantly, test-drive Nike running shoes.
- **Gillette** distributed their new Brush-Ups teeth wipes for several months to **KLM Airlines** passengers after their in-flight meals.
- **Sony** this summer launched its new range of DVD handy-cams, teaming up with **London Zoo** for 11 days in June to offer consumers the chance to borrow DVD handy-cams for one hour, free of charge. After a

two-minute demonstration, families were free to roam the zoo and record all their favorite family moments. Participants could keep their DVD with pre-recorded product and purchase details.

The growing practice involves companies giving free products to hotels, airlines or cruise ships, so their guests will try them out and, the marketers hope, associate the goods with holiday feelings. Its win-win for both parties: hotels cut costs; manufacturers market to a captive, happy audience.

While tryvertising started with shampoo, it has progressed to higher-value goods. Sony has equipped every room in Brighton's Pelirocco hotel with a PlayStation.

Mobile I SMS Advertising

SMS marketing has become a low cost and result effective way to reach masses. No other medium except TV and radio has such kind of quick reach. However those mediums cannot target their audience, making SMS/mobile marketing very unique. One can reach millions of people in minutes.

Mobile phone ads have already become an extremely powerful way of advertising.

India has 150 million mobile phone users and this number is growing everyday.

SMS advertising can offer following advantages:

- ✚ save time as it is quick to create, conceptualize and start the campaign
- ✚ select the target group by age, gender, city, buying capacity
- ✚ increase the sales and generate repeat sales
- ✚ cheaper, faster and instant results
- ✚ direct reach to audience
- ✚ highly personalized
- ✚ customers forward messages to friends and family.

For instance, Reebok Easytone Shoes, Kaya Skin Clinic, Pantaloons, TIME and many more.

Covert Advertising

Covert advertising is a unique kind of advertising in which a product or a particular brand is incorporated in some entertainment and media channels like movies, television shows or even sports. There is no commercial in the entertainment but the brand or the product is subtly (or sometimes evidently) showcased in the entertainment show.

Some of the famous examples for this sort of advertising have to be the appearance of brand Airtel which is shown in the movie 3 idiots and Tata Docomo which is shown in a popular reality show — Amul Music Ka Mahamukabala on Star Plus.

Offensive Advertising

Firstly, 'offensive' is a relative term and there is no way of deciding objectively as to what is offensive and what is not. In many instances, an element of shock or offense can alert people to protect themselves from disease, terrorism, natural calamities, accidents, etc.

Some organizations such as United Colors of Benetton, Calvin Klein and PETA have been routinely resorting to bold and unconventional themes in their advertising as a conscious strategy, and have been by and large successful, though they have faced flak on several occasions. The problem arises when advertisers cross the boundary line between what is socially acceptable and what is not. Thus, offensive advertising has both positive and negative sides of it.

Advergaming in India

Advergaming is booming in India. NASSCOM's study on "Animation and Gaming Industry in India" estimated that the gaming industry in India would reach

\$ 300 million by the end of 2009. Several companies in India, like ICICI Prudential Life Insurance, Airtel, etc. are advertising their products using games. ICICI Prudential developed a game by featuring its mascot — Chintamani wherein Chintamani plays several roles like a doctor, a gym instructor and asks the customers about their financial and medical information. The character suggests some insurance plans according to the customer's needs. In India, particularly, mobile gaming is increasingly being used as an entertainment device. In Indian markets, movies and cricket are the driving factors for mobile gaming. Companies are developing theme-based games like Munnabhai, Spiderman, etc., and some seasonal games for Holi and Valentine's Day.

Conclusion

There is an inevitable conclusion that advertisement strategies have changed over the years across all product ranges, thanks to developments in the information technology and communications fields. Online marketing and e-advertising are gradually gaining importance. Overall, the

advertising landscape has changed with the development of new media, new channels of communication and new advertising models. It is, thus, a testing time for the industry now. The key to success lies in focusing unerringly on the needs of the customers and listening to what they are saying.

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Patience and perseverance have a magical effect before which difficulties disappear and obstacles vanish. A little knowledge that acts is worth infinitely more than much knowledge that is idle.

- John Quincy Adams