

# THE AWARE CONSUMER

(SUBSCRIBER COPY NOT FOR RESALE)

[www.consumerconexion.org](http://www.consumerconexion.org)

## THE LAST MILE

The Future of  
Advertising

## OUT OF THE BOX

Promotions and  
Advertising  
Strategies

## IN FOCUS

Celebrity  
Endorsements  
in India



# ADVERTISING

THE PRICE YOU PAY FOR  
UNREMARKABLE THINKING

PLUS

ROUND UP • MY MARKET • THE PRESCRIPTION

OUR  
BUSINESS  
is PATIENT  
SAFETY.

*Partnership for*  
**SAFE MEDICINES INDIA**  
 **SAFEMEDICINESINDIA.in**



BEJON KUMAR MISRA | [bejonmisra@consumerconexion.org](mailto:bejonmisra@consumerconexion.org)

## The Communication of Meaning in ADVERTISING

Advertising is necessary for building brand awareness by raising consumer interest and making consumers' awareness of their products and services.

**THE FUNDAMENTAL** purpose of advertising is to sell something - a product or service. Advertising is used for conveying trade information to the existing and future customers. It generally provides information about the company, its products and services, availability of its products, and so on. Advertisement is essential for both the vendors and the customers. However, it is more important for the vendors. The high scale production, producers cannot think of powerful business of their products without advertising them. Advertisement increases precise selling to a greater extent. Today, Advertising has attained great significance in the world where tough competition in the market and the evolving technology, rapidly changes the customers' taste.

Advertising is the integral part of everyday life. It is a universal method of endorsing in society. Though the techniques by which vendors advertise have transformed over the decades, the purpose of advertising remained the same. Convincing people to purchase products and services is the main purpose of advertising. Some businesses depend on advertising more

than others. Consumers have constantly changing demand. Due to accessibility of different media option the vendor can push the product in the market by combination multiple media option. Advertisers often influence members of society to purchase products based on imparting a feeling of shortage or lack.

Creating a strong brand name is the key factor for business success. Today, in the environment of competitive business, consumer complexity has changed the business practices. Companies are required to anticipate customers' needs and convey clear messages to consumers by creating strong brand names and focusing on brand building. Advertising is necessary for building brand awareness by raising consumer interest and making consumers' awareness of their products and services. In other words, the more aware consumers are of a brand, the more likely they are to buy from a particular business.

**“Consumer  
Rights Are Our  
Fundamental  
Rights, IT is our  
Duty to ensure  
we are not  
shortchanged”**

# INSIDE

## REGULARS

03 | VIEWPOINT

07 | ROUNDUP

20 | AFTERWORD

THE AWARE CONSUMER QUARTERLY | JUNE 2016



## RESEARCH FEATURE

### 12 | Comprehensive Study on Consumerism and Advertising

Advertisers spend huge amounts of money on psychological research and understand addiction carefully. Advertising performs much the same function in industrial society as myth did in ancient societies.

## HORIZONS



### 15 | ADVERTISING SCENARIO

Advertising strategy has taken a major leap beyond just salesmanship of a product. It is like a hallucination. Every time you turn it on you get a different perception alluring, assorted and genuine.

## IN FOCUS

### 17 | ADVERTISEMENTS AND SMARTPHONES



With 3rd largest smartphone market in the world, India to reach 314 million mobile internet users by 2017



## AFTERWORD

### 20 | Evolving technology changing the face of advertisement



With the propagation of the internet at the run of the 21<sup>st</sup> century, and the swift evolution of devices that allow speedy and easy access to its million portals, consumers are finding new ways to interact with companies and their products.



## MY MARKET

### 21 | Online Advertising

Online advertising is geared toward defining markets through unique and useful applications.

## THE LAST MILE

### 23 | The future of Advertising



The internet has revolutionized the advertising industry and has taken the world and the advertising world by storm.

## THE PRESCRIPTION

### 24 | Pharmaceuticals Advertisements



The pharmaceuticals business has the right to endorse its products, but it should do so in a fair, precise, and proper manner.

## OUT OF THE BOX

### 27 | Promotions and Advertising strategies



Advertising is one of the necessities for getting your product and services in front of the public and drawing new customers.

# THE AWARE CONSUMER

UNLOCKING CONSUMER POTENTIAL  
www.consumerconexion.org

JUNE 2016 • Vol. 2 • Issue 3

Bejon Kumar Misra  
EDITOR & PUBLISHER  
Address: F - 9, Second Floor, Kailash Colony,  
New Delhi - 110048  
E-mail: bejonmisra@consumerconexion.org

## EDITORIAL CONSULTANTS

S. Krishnan  
Suman Misra  
Pawendra  
Pyush Misra

## DESIGN

SR. CREATIVE DIRECTOR: Pooja Khaitan  
DESIGNER: Galaxy  
WEB DESIGNER: Manish Mohan

## The AWARE CONSUMER

is printed and published by  
Bejon Kumar Misra  
at F - 9, Second Floor, Kailash Colony,  
New Delhi - 110048 and printed at  
M/s. Spectrum Printing Press (P) Ltd.,  
Shed No. 23, Computer Complex,  
DSIDC Scheme I, Okhla Phase II,  
New Delhi - 110020

Place of Publication: E - 45, Ground Floor,  
Greater Kailash Enclave - I, New Delhi-110048

For any queries, please contact us at  
pooja@consumerconexion.org  
Phone: 011-26271421/22/23

Total number of pages - 32, Including Covers

Material in this publication may not be  
reproduced in any form without the written  
permission of the Editor & Publisher.

DISCLAIMER: The views expressed in this  
magazine are solely those of the author in his/her  
private capacity and do not in any way represent  
the views of the Editor & Publisher.



Please Recycle  
This Magazine  
And Remove  
Inserts Before  
Recycling

Creative without strategy is called 'art.'  
Creative with strategy is called 'advertising.'

# ROUNDUP



## Look up - ADVERTISING

The Advertising Standard Council of India (ASCI), established in 1985, dedicated to the cause of self-regulation in advertising, promising the protection of the consumers' interests.



**ADVERTISING IS A** procedure of promoting communication used to promote or endorse something, generally a business's product or service. Advertisements are the messages paid for by the brands and entities to reach the customers and further influence the customer's decision through a product pitch. Present day we often see, something advertising, telling us about the products and services. Advertisers influence our excitements by techniques that include labelling and pursuing the viewer according to who we are. Excitements are prejudiced by things such as this our profession, principles, personality, self-esteem, lifestyle, relationships, friends, how we look and what we wear. The key intention of advertisers is to attract the attention of the customers.

Agencies who conceptualize and package these advertisements for several brands have teams of professional copy editors, visualizers, brand

managers, researchers, creative heads and designers. A brand or entity reaches out to an advertising agency and contracts them the work of creating an advertisement based on the brand and its image. The principles and values behind it, the target segments and so on. These agencies convert the ideas and concepts of the brand or entity into required visuals, text, layouts and themes to further communicate with the user. Once the brand approves the advertisement package created by the agency, the advertisement gets populated on various platforms.

Advertisers use countless techniques to get people to notice their adverts, often by deliberate shocking or provocative images. Once they have succeeded to make people notice their advert, they need to sell the product or brand. The objective of advertising may also be to reassure staffs or investors that company is sustainable or

### DATA BRIEFING

The Advertising Industry in India is expected to grow **10.7 percent annually.**

## DEAL<sup>OF</sup><sub>THE</sub> DAY

**DEAL-OF-THE-DAY** is basically an ecommerce business model in which a website offers a sale of several products for a particular period of time. Potential or new customers enroll themselves as members of the deal on the websites and receive online promotions and offers by texts, emails or social media. In recent past, Deal-of-the-day have continued to grow in popularity, although new concerns have risen over the longevity of the concept and the financial viability of these daily deals for small businesses. Deal-of-the-day usually called as daily deal or flash sale or one day deal.

The deal-of-the-day idea gained popularity with the initiation of Woot.com in July 2004, although Woot itself was a modified version of earlier dot-com bubble sites such as uBid. In late 2006, the deal-of-the-day business had significantly extended to over 100 deal a day sites. In November 2008, Groupon entered the market and became the second fastest online company to reach a billion-dollar valuation. Present day almost every online industry, including Amazon, Flipkart, eBay, Snapdeal, KFC, and several others tested their own daily deals and have proven successful. However, the rise of social media networks, such as internet advertising has accelerated the growth of the daily deals allowing popular deals to spread virally.

The daily deal trade model works by agreeing retailers to market discounted services or products directly to the customers of the deal firm, who receives a portion of the retailer's profit. This allows retailers to gain brand loyalty and swiftly sell surplus inventory. The majority of daily deal offers work directly with local businesses and online retailers to develop deals noticeably discounted compared to recommended retail prices. Today, almost all products and services sold through daily deals including holiday vacations packages, restaurants and bars, apparels and electronics, spas and saloons, health and fitness and so on. ▶

# Branding, Marketing

**BUSINESS NORMALLY** use advertising, marketing and branding to convince their consumers, clients, shareholders or external donors to buy the products and services or invest in the organization. Many people generally misemploy the three terminologies because their meaning can be puzzling due to their close connections and unity of purpose. Distinguishing the differences between these words can extensively help ones business to grow because these elements help to increase the reputation of the products, company or organization by keeping the potential buyer aware.

## Branding

Branding is the process involved in creating a unique name and image for a product in the consumer's mind. When we think of brands, we often think of the products we buy. Branding has everything to do with identity,



*Continued from page 7*

successful. Advertising messages are usually paid for by sponsors and viewed via various media, including mass media such as newspaper, magazines, televisions, radio, outdoor advertising. In modern day advertising does via text messages, blogs and websites.

In India, there have been increasing efforts to protect the public interest by regulating the content and the influence of advertising. The Advertising Standard Council of India (ASCI), established in 1985, dedicated to the cause of self-regulation in advertising, promising the protection of the consumers' interests. ▶



# and Advertising

who are you and what kind of business are you? What's your name, and why should I remember it? How do you and your brand make me feel? The answers to these questions should be related to your goods and services. Brand recognition usually refers to people recognizing the company logos, tagline or name. For example: Think of Cafe Coffee Day, What does it make you think of? Wood paneled decor, warm ambient lighting, comfy seating and the cozy smell of coffee, right?

## Marketing

Marketing is a procedure that refers to the deliberate commercial activities between the companies executes to bring together buyers and sellers for the exchange or transfer of products. These activities include framing marketing strategies to use along various available resources such as social media, television, packaging and print media. Companies whose employees face customers directly on a regular basis generally reiterate the prominence of proper conduct when they have contact with the customers or investors to enhance marketing ability. In other words, marketing is the practice by which any business relates productively, efficiently and profitably to the market place.

## Advertising

Advertising is any waged package to the public by an individual sponsor or business organization that aims to persuade potential or present customers to buy a product or service. It usually involves placing the word out about a product through media such as papers,

billboards, television, radio or the internet. Advertising is at the front of providing the suitable message to customers and forthcoming customers. The purpose of advertising is to convince customers that a company's services or products are the best, enhance the image of the company, point out and create a need for products or services, demonstrate new users for established products, announce new products and programs, reinforce the salespeople's individual messages, draw customers to the business, and to hold existing customers. ▶

# Myths of Advertising



**ADVERTISING HAS PROBABLY** been around almost as long as the humanity itself. From the moment our kinds first discovered the idea of relative advantage and began to barter between ourselves, the smartest negotiators of the group began to develop the psychological tactics and techniques that would finally develop into the fields of modern advertising and promotions. However, there are enough of popular myths and misunderstandings that surround the field of advertising even today. Let's take a look at some of the most popular of these advertising myths:

- **"We can't pay for"** – In reality, it is far more likely that your business can't pay for not to advertise. As advertising networks find gradually cost-effective ways to bring businesses traffic, the costs continue to drop.
- **"Advertising is the same thing as PR"** – while there is some similarity between the two career paths in terms of skillset, their respective focuses are knowingly different; an organization good at one function will not automatically be good at the other.
- **"Using advertising is somehow immoral or unethical"** – while there are those who grip the belief that trusting an advertising to sell products is in some way unethical, they could not be further from the truth. Advertisers must stand by a fairly strict set of principles so as to not be blamed of producing false or misleading advertising. It is like manipulation.
- **"Our firm has enough business"** – Enough business for what? To maintain the existing state of status, or to aggressively grow and expand? When the market can change at a sudden notice "enough business" should never be your goal.
- **"Online advertising is complicated"** – This is more of an excuse than a real myth, but one that is frequently assumed nevertheless. In reality, online advertising has never been simpler to break into – there is more technique, procedure and information out there on the subject than ever before.
- **"E-commerce is much of a technical work to worry about"** – It is easier and more cost-effective than ever before for the business to outsource the technical skills they may lack. However, any technical problems a company faces can be resolved easily through outsourced third party IT support. ▶

advertising



# Print and Video Advertising

**PRINT MEDIA ADVERTISING** is a way of advertising that uses physically printed media, such as newspapers, magazines, billboards, posters and direct mails to reach consumers, business customers and prospects. The explosion of digital media has led to a decline in advertising spending in traditional print media. Some of the methods of print media advertising include:

## Newspapers



Advertisers can choose from a various range of different types of newspapers, including local, regional or national titles published in daily, evening, weekly or Sunday editions. Newspapers target different readerships with a mix of content, often including sports, entertainment, business, fashion and politics in addition to local, national and international news. Advertisers can buy different sizes of advertising space, from small classified ads with text only to display ads featuring complete text, photographs and graphics.

## Magazines

Magazines offer advertisers a wide range of distribution and frequency. Consumer magazines cover a wide variety of interests, including sports, hobbies, fashion, health, current affairs and local topics. Many business and trade magazines deliver coverage on specific industries such as finance or electronics while some other cover cross-industry topics such as communications or human resources. As with newspapers, advertisers can take advertising spaces from classified ads to full page ads with desired graphics and text.



## Billboards and Posters

Advertising on billboards and posters offers advertisers the chance to reach consumers on the move. Putting billboards or posters on highways, bus-stands, railway stations, airports, busy town centers or on retail malls.



When words and pictures are static, they hold a larger impact than anticipated. Print Media is the preferred choice for marketers for its long lasting impression, if executed wisely.

## Direct mail

Advertisers' use direct mail to reach smaller target audiences. Direct mail often includes a letter or a brochure.

## Video advertising

Video advertising is associated with video content displayed on the cable TVs, the internet or on the smartphones. The advertising units used in this occurrence are pre-roll, mid-roll, and post-roll. ▶



# Social media changing the face of digital distribution

Advertising through Facebook, Twitter, Blogging and other social websites provide media companies an opportunity to influence wider and more diverse audiences.

**ADVERTISING THROUGH** Facebook, Twitter, Blogging and other social websites provide media companies an opportunity to influence wider and more diverse audiences. In prehistoric times, the newspaper is the only the way of advertisement distribution. In the 90s, the bulk added to the world of advertising as the introduction of television commercial advertisements. Present day, when news media companies talk about the distribution, they are usually talking about digital advertising.

Some features of the social media distribution include:

## Information made readily available

Usual media generally broadcast information on a one-to-many basis and companies responded to customers on a one-to-one basis, and this way of communication doesn't allow for any response or interaction. Social media changed this and empowers many-to-many communications to take place within your business.

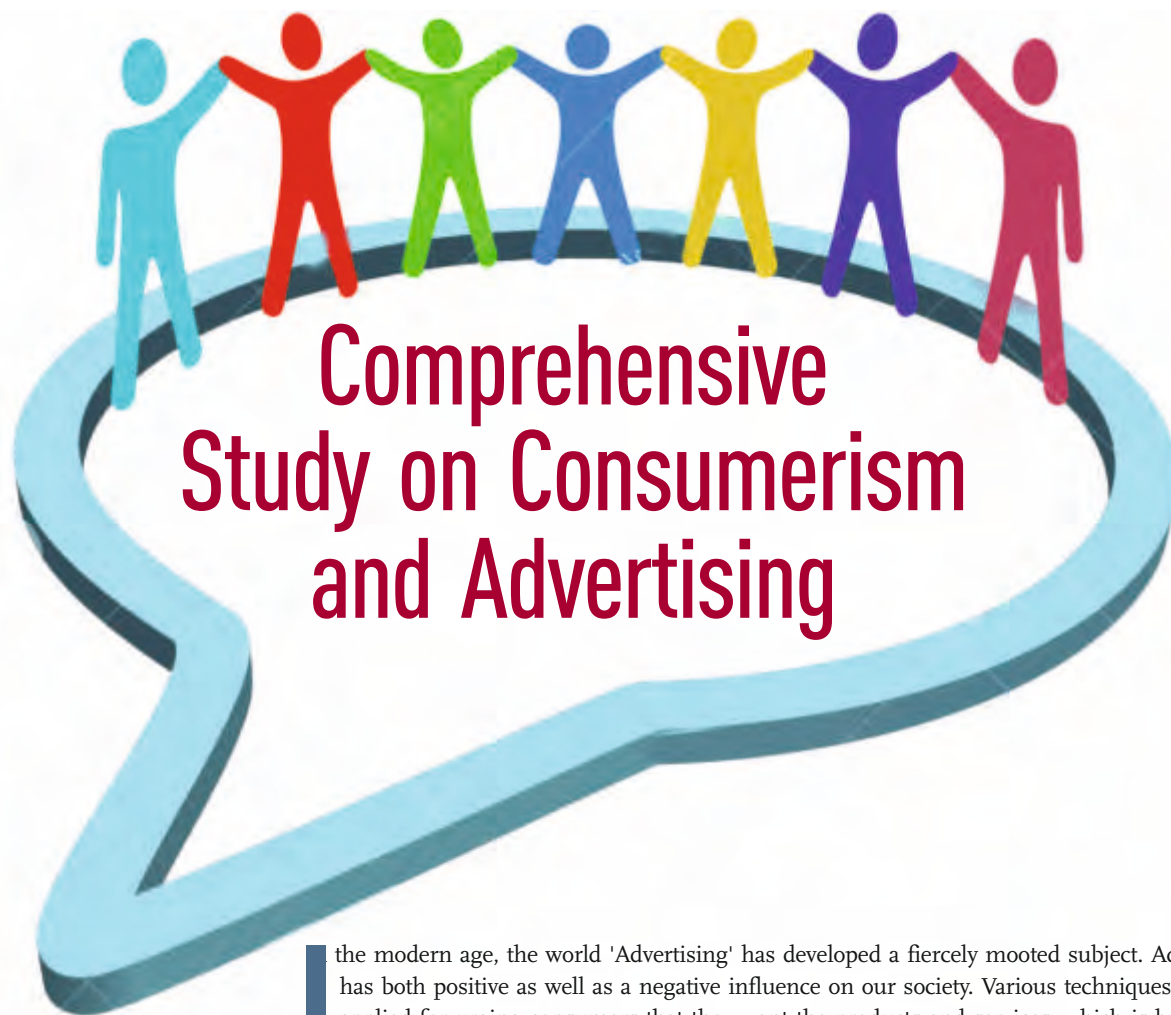
## Distribute your content to the masses

While usual media such as radio, televisions, magazines, newspapers and owned media such as websites, catalogs, and email lists have been for years, the social web has transformed the playing field in the last couple of years. Social media allows you to distribute your own content and tailored messages in seconds.

## Interconnect your message instantly

Digital social media allows you to communicate your content and message instantly. Social media facilitates these messages and content to be searchable. ▶





## Comprehensive Study on Consumerism and Advertising

**Advertisers spend huge amounts of money on psychological research and understand addiction carefully.**

In the modern age, the world 'Advertising' has developed a fiercely mooted subject. Advertising has both positive as well as a negative influence on our society. Various techniques are applied for urging consumers that they want the products and services, which is being advertised. These techniques frequently give attention to the benefits that would be brought to the consumers rather than meeting on the actual products and services. There are numerous blames that advertising is causing an undesirable social impact on the society. The chief unwanted judgment for advertising is that it hales the public to buy things that they are not their real want. It is claimed that advertising plays with emotions and encourages people to think that buying and depleting are the activities of life.

The Indian advertising industry with an estimated value of about Rs.30,000 crore has made mouths open and set eyeballs staring with some surprising pieces of work that it has given in the recent past. The Indian economy is in a boom and the market is on an endless path of expansion. The Indian advertising industry has every reason to celebrate as they handles both national and international projects. Advertising companies use complex talents and ideas to carry out successful campaigns. With the enormous innovative development of electronic media, advertising has grown as an organized industry, offering several employment openings.

Advertisers are great researchers. They spend huge amounts of money on psychological research and understand addiction carefully. They use this information to target children at an early age so that they get used to a certain line of products. It is argued by some people that advertising simply reflects social values rather than affecting them. Unluckily, advertising is a general medium of influence and persuasion. Its influence is increasing, often delicate and primarily unconscious. Advertising performs much the same function in industrial society as myth did in ancient societies. It is both a creator and committer of the principal values of the culture, the social norms by which most people govern their behavior. In the world of advertising, some principles are glorified and thrive and some are just eliminated. ▶

# MANUPLICATION OF ADVERTISEMENTS

**ADVERTISING TODAY** is a big useful source that provides people, option to know about a great range of products, advertising controls human desires and mind. Advertising manipulates the feelings of people in their mind by using the exploitation of the specific language.

1. Deleterious impact
2. Unrealizable desires
3. Anxious consciousness

Advertising demonstrate objects of consumer's wishes on the advertising mediato catch the attention of needy people.

1. Involving famous celebrity
2. Manipulating consumer's wishes
3. Costing enormous sums

Advertising updates people about the latest products and services on the world market by highlighting the advantages of a certain product.

1. Announcing about new products and services
2. Creation of strong brands
3. Motivation of healthy life

## Size of the advertising industry in India

India's advertising industry is expected to grow at a rate of 16.8% year-on-year to Rs.51, 365 crore in 2016, lifted by progressive industry sentiment and a strong GDP growth of 7% and above. Print contributes a significant portion to the total advertising revenue, accounting for almost 41.2%, whereas TV contributes 38.2%, and digital contributes 11% of the total revenue. Outdoor, Radio and Cinema make up the balance 10%. The online

advertising market in India is expected to touch Rs 3,575 crore in 2015 from Rs.2,750crore in 2014. Of the current Rs.2,750 crore digital advertisement market, search and display contribute the most - search advertisements constitute 38% of the total advertisement spends followed by display advertisement at 29%, as per the study. The Internet's share in total advertising revenue is anticipated to grow twofold from 8% in 2013 to 16% in 2018. Online advertising, which was estimated at Rs.2,900crore in 2013, could jump threefold to Rs.10,000 crore in five years, increasing at a compound annual rate of 28%. It is interesting to note that the Indians paid Rs.25,200crore to access the Internet in 2013, a figure greater than the Rs.22,300 crore that print medium saved in subscription and advertising.

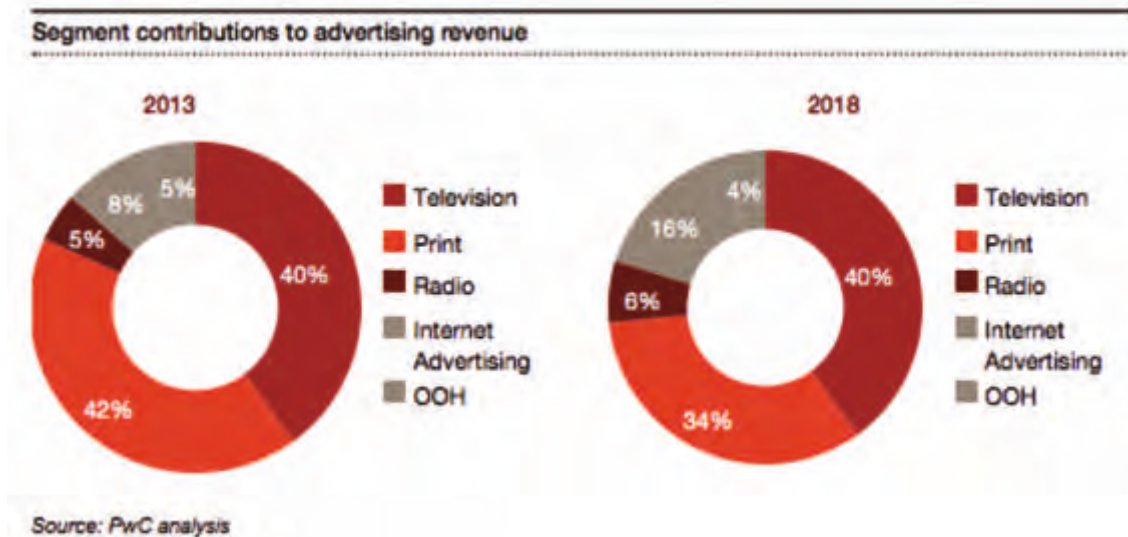
## Negative Aspects of Advertising

Misleading Advertising aims to present a product in the best light possible. There is some flexibility in the creative process where the problem arises when the production crosses the line into a misleadingly representation of a product.

**Unrealistic Expectation:** The true negative impact of advertising lies in the fact that advertisers to that general market researcher in finding the weak spot in their product's target audience's mind in order to better sell their products. For example: Beauty and health products.

**False Image Advertisers:** They use different ways to attract people, as they use famous songs and cartoon characters to attract children and teenagers. They sometimes use celebrities to advertise their products.

Below the graph represents the size of the Indian advertising industry:





**Children:** Children are affected the most. At a younger age one allows his or her mind to be molded and constructed. As there is a link between food advertising and children's preference regarding what they will consume.

Advertising classifies the fine fabric of how the consumer has given in to the advanced promotion policies applied by companies. It represents the social stigma attached to the act of consumption. Consumers were selected at random from big retail outlets during their buying binge and were questioned. The data have been studied in order to reach at the present situation of consumerism by the end consumer.

**Sampling Technique:** The technique of unplanned sampling has been in the analysis of the data.

**Method of Data Collections:** Primary Data, Questionnaire, Formal Interviews  
Secondary Data,  
Information acquired through Internet, Official Websites and Social Media Accounts/Handles of companies, Books and relative literature

Despite 85% active consumers are earning and spending their own money since they are employed, still an amazing figure of 15% consumers who were unemployed were having at least 6% of big clients of the total consumers.

Habitual consumerism was found to be quite determined, as for some people this process was a day to day incidence, with their always being something that they need to feel happy and on the other end of the scale, this was the odd incident when one felt down. Consumers were found to be dwindling between psychological dilemmas like if they saw something clever like the brewing coffee and they got an urge to have it. Electronics was found to be one of the most substantially desired product line for shoppers.

It was found that a majority of consumers has purchased products solely on the basis of the brand name, without giving a thought to the factualness of the product and its value for money. It was found that the most powerful effect of advertising was just to create a good feeling about a product by adjoining it with other things that the consumers liked. It was clearly found that when evaluating brands, consumers primarily use emotions

(personal feelings and experiences) rather than information (brand attributes, features, and facts). Admiration for people with materialistic possessions was seen to be high in comparison to the ones with good education and good reputation in society. Advertisement culture has muddled consumers into considering that luxury procurement is what signifies a high social status. Celebrity endorsements were found to be more successful in comparison to others. So, advertisers are using popular national icons and celebrity to leave the most deepening impact. One clear side of the after effect of advertisements is that the majority of consumers feel that their physical possessions define them and how well they are doing in life.

Buy nothing; unfortunately this is not a choice for most people, as the global market extends to societies that for centuries have relied on non-monetary economies. Moral consumption, today,

large numbers of people recognize that national governments are less powerful than multi-national corporations. Selections when buying something start from the idea, "What do I need?" not, "What do I want?" The final attitude is often expressed in the illogical concept of window shopping. This involves putting yourself into the advertisers chosen territory.

**Education:** The consumer class needs to be provided with the necessary information for them to begin publicly challenging the notion that consumerism is the only way to live.

**Solidarity:** Anything that strengthens the position of the exploited majority (80% of the world's population) will in itself act as a challenge to consumer culture.

On the basis of hypothetical analysis three aspects -rational, emotional and behavioral – were recognized and evaluated in the several studies of advertising and consumerism. The study revealed that the customer's attention, as one of the emotional aspects, was influenced mostly by advertisements because it caused positive feelings for the major part of consumers. It can be determined that the final goal of advertising, behavioral aspect can be achieved by making an emotional impact on the consumers. This idea is deliberately apparent in urban India where consumerism is proliferating. ▀



**Despite 85% active consumers are earning and spending their own money since they are employed, still an amazing figure of 15% consumers who were unemployed were having at least 6% of big clients of the total consumers.**

## Advertising scenario



**THE STYLISTICS OF** advertising visualizes by focusing on the changes in the strategies indicative of the social relationship established between the advertisers and the customers over a period of time. Different social, traditional and emotional aspect is shown to govern communication strategies and participant role in advertising. With the arrival of multinational companies language of advertising is exposed to liberalization and commercialization, thus a new trend is being set in the Indian advertising industry. As brands go global, markets plan their strategies to ensure their brands are personalized to suit each unique market without diluting their core value and images. Present day, the advertising business is enduring a paradigm shift as most companies rely on child models for their products. Marketing through advertising is considered an important variable in global business. Advertising is second only to films as far as its influence on society is concerned. History bears evidence to the fact that the great Romans practiced advertising, their surnames designated the occupation. The potentialities of advertising multiplied in the 15th century, when the crafted

**Advertising strategy has taken a major leap beyond just salesmanship of a product. It is like a hallucination. Every time you turn it on you get a different perception alluring, assorted and genuine.**

posters were invented and further with the increasing demand, today we witness online advertising and so on.

Advertising is, in fact, the most persuasive and powerful medium in the present commercial environment. It builds an entire worldview, influencing our attitude and beliefs. Advertising infiltrates every aspect of our life and most of us are barely aware of it. In the drive for equal status and fair treatment in society, an essential part is attributed to mass media, particularly to the electronic media. The primary position of media in daily life ensures its role in the advertising industry. The meanings that are shaped by the media are not fixed, but they vary according to cultural, historic and social context of the people

concerned. The common man judges the products on the basis of understanding his society and culture has inculcated into them. Symbolism is one of the major aspects of advertisement and it is to be noted that a change has occurred in this context. Use of children and celebrity to promote a concept or product is growing day by day. In the advertising world, advertisers have picked up children and celebrity for advertising of consumer commodities and used it as a weapon of persuasion. Children and celebrity advertising have a great influence over the majority of society in making decisions; hence they are important targets of these advertisers. Thus, the advertisers find it easier to sell their products and services. For example: there is no need to have females to do an ad for men's shaving. Here, the list is uncountable. Most of the companies want to attract the consumers by using the physical look of the models. They have created a world of fantasy and we are drawn towards that world without realizing much about the realities of life. We often try to imitate whatever is shown on the electronic media.

Advertising strategy has taken a major leap beyond just salesmanship of a

If the advertising promotion is strong and popular then the consumer builds a relationship with the brand over time through the values they derive from it.



product. It is like a hallucination. Every time you turn it on you get a different perception alluring, assorted and genuine. The ability of persuasion in advertising is unbridled but advertising has always been adept to change with time. It is mostly dependent on human inferential abilities. Hence the main aim is not just to inform or influence, but also to establish interactive delicate solidarity relationship with the consumers as consumers have been seeing visible and real improvement in their lives each time. Over a period of time, advertising is experiencing morphing changes slowing and steadily with this multi-faceted approach.

Today, digital advertising is not just online advertising; mobile advertising is also a part of it. There are already over 300 million mobile and internet users and the numbers will keep growing in the coming years. Search engine marketing (SEM), a form of internet marketing that seeks to endorse websites by increasing their visibility in search engine result pages has grown immensely aiming

Indian web users. In this era, advertising is like a spectrum of lights, which is reflected in every field of the society. Now new tactics of growth are targeted at reaching out to various levels that are being taken into account. The power of technology, precisely internet, has made it imperative for companies to think like corporations and act responsibly, by doing business in a manner that recognizes the role of the various sponsors of the industry. Thus, today the one who showcases his brand in the right way remains connected to the consumer. The people who make this difference stay ahead in the competition.

### Advertising agencies

Advertising agencies work together with clients to serve the major role of creating, enhancing the image of, and sustaining a brand in the market. The sensitivity of a brand by the consumer is of vital importance in its acceptance and longevity. This places a huge obligation on advertising agencies in shaping it, through consumer vision and understanding in a

way that grants its acceptance and growth. The conversion of a product or service into a brand is a gradual one, and an advertising agency plays a vital role in leading this conversion. This is done through communicating the brand's own personality and making the consumer aware of what the brands has to offer, along with its benefits. If the advertising promotion is strong and popular then the consumer builds a relationship with the brand over time through the values they derive from it.

### Role of the advertising agencies

- Creating the advertisement on the basis of information gathered about the products and services.
- Doing research on the company and their products and services and the customers' reactions.
- Planning for the type of media to be used, when and where to be used and for how much time.
- Taking feedback from the clients as well as the customers and then deciding further course of action. ▀



## Advertisements and Smartphones

With 3rd largest  
smartphone market  
in the world,  
India to reach  
314 million mobile  
internet users  
by 2017

**THE ADVERTISING INDUSTRY** has been going through some quick changes over the last 15 years. The evolution of the internet has led to the divergence of consumer attention away from traditional systems of media towards more digital practices. While being connected to the internet on smartphones was a significant shift in and of itself, the better connectivity that smartphones have facilitated is creating an even more intense shift as the speed and significance of advertising campaigns have become progressively essential. Back in 2004, "The Economist" magazine published an article describing the shifting nature of the advertising industry, calling the current period "one of the most disorienting periods in its history." Traditional procedures of advertising are being made redundant, no longer conveying the message due to the growing variety of media and the arrival of new technology, most especially the internet and smartphones.

Smartphone usage is increasing all over the world because it makes connecting with people and finding information easy. To remain in reach of your consumers, your business must develop to integrate the use of mobile devices into your advertising campaigns. Present day, more and more consumers are using their smartphones to access the internet, online shopping and visit your business's portal. Advertisers need to create a mobile version of your business's website to show up and run smoothly on smartphones. Location based advertisement is one of the best methods of mobile advertising because it targets customers in the area specified. ▀



# Celebrity Endorsements

**CELEBRITY ENDORSEMENT** is one of the form of advertising that involves a well-known person using their fame to help promote a product or service. Simply put, a celebrity advertising is when a famous person uses their personality to help sell a product or service. It is common practice among the celebrities to endorse various products and services in lieu of huge amounts of money. For example: May be you bought a brand of lipstick because your favorite actress expressed in an advertisement that it made her lips desirable? Or did you buy a pair of sneakers because you thought it would make you jump as high as the pro athlete pictured in the advertisements.

Recently, **MS Dhoni**, the brand ambassador of realty firm Amarpli for last 6-7 years, has resigned, the day after unhappy residents of a housing project, namely the Sapphire complex in Noida, had launched a social media campaign using the hashtag 'Amrapali Misuse Dhoni', which went viral and about 70,000 tweets flooded the social media in no time. Later, while replying to a query on Amrapali issue, Dhoni replied that he will take up the matter to the builder and whatever realty firm is promised irrespective of where they stand, the promise must be delivered. On the other end, Anil Sharma, company Chairman



and Managing Director stated that Dhoni is no longer our brand ambassador and will deliver on all their promises in next three months as the projects have been delayed due to lack of funds and slowdown in the property market.

**Mr. Bejon Mishra**, Founder, Consumer Online Foundation and Consumer Policy Expert, an advocate for consumer rights and their protection has been asked to join on several debates and



interviews in multiple TV channels to promote consumer awareness, protection and to address consumers' grievances. Numerous initiatives have been taken by Bejon Mishra in order to create consumer awareness, their rights and protection and their complaint redressal including the JAGO GRAHAK JAGO initiative. In a Debate by TIMES NOW's Editor-in-Chief Arnab Goswami, on EndVVIP Racism, YourMoneyTheirFeast, NoWorkNoPay and so on, Bejon Misra potentially battled the people's right and their protection. On NewsX, Nation at 9, Bejon Misra backed the government agencies to recover loans given to Vijay Mallya and seeking the arrest for such wilful defaulters. For his consistent work in consumer awareness and protection, he has been awarded with several national and international awards. ▶

## Misleading Advertising

**MISLEADING ADVERTISING**, false advertising or deceptive advertising is the use of misleading or false statements when endorsing a product. Misleading advertising may include misrepresentation or the false ideas of their products and services, which adversely affects many sponsors, particularly the consumers. Advertising has the potential to convince people into viable transactions that they may have otherwise dodged. Many governments around the world practice certain rules and

regulations to control such misleading, false or deceptive advertising while in many countries misleading or false advertising is considered to be illegal. However, advertisers continue to find several ways to cuckold consumers in ways that are legal, effective and valid.

### Misleading or false advertising includes:

- Exaggerating and overstating
- False warranties
- Use of professional concepts for more effect
- Fake license



# Advertising regulations in India

**THE ADVERTISING STANDARDS Council of India (ASCI)**, established in 1985, is dedicated to the cause of self-regulation in advertising, guaranteeing the protection of the interests of consumers. ASCI was formed with the support of all concerned sectors connected with advertising. They are Advertisers, Advertising Agencies, Media including Broadcasters and the Press and others, such as PR agencies and Market research companies.

The Consumer Complaints Council (CCC) is the ASCI's heart and soul. ASCI's aims include monitoring, administering and promoting standards of advertising practices in India with a view to:

- Declaring truthful and honest representations and claims made through advertising and protection against misleading advertising.
- Certifying that advertising is not offensive to generally accepted rules and regulations of public courtesy.
- Protection against indiscriminate use of advertising products or services which are generally regarded as unsafe to society or to individuals or which are unsuitable to society as a whole.
- Confirming that advertisements observe parity in competition and the principles of generally accepted competitive behavior.

**Some features of ASCI, regarding the code of advertising practices in India:**

- To encourage, maintain and uphold fair, comprehensive, ethical and healthy principles and practices of advertising.
- To encourage better understanding of the benefits of fair, comprehensive and ethical advertising among the advertisers and the consumers in the society.
- To suggest, protect, update and guide the advertisers and their associates on matters relating to advertising.
- To promote assistance among the persons or companies engaged in advertising. ▶

- Expressing unrealistic attributes of the product and service
- Use of graphical tricks and misleading images
- Discounts and gifts

The Department of Consumer Affairs (DoCA) is one of the two departments under the Ministry of Consumer Affairs, Food and Public Distribution. The responsibility of the Department is consumer support. In its effort to address the problem of misleading advertisements, the Department of Consumer Affairs has launched several portals at the state and central level for registering complaints for Grievances Against Misleading Advertising (GAMA). ▶

# Good and Bad Advertising

## Good Advertising

A good advertising is hilarious, memorable and informative. It is important for advertisement to be hilarious as it would be more likely to remember the brand or the product being advertised. It must be cute or attractive so that it would touch the sentiments of target audiences and more likely to share it with their friends and family. Good advertising needs to be informative, so that the audience would know the product and service being advertised in detail.

## Bad Advertising

Bad advertising is termed as when the advertisers' uses a technique that involves an unethical, irrational or a fake promotional concept to promote their products and services.

## Competitive Advertising

Competitive advertising is a promotional technique in which an advertiser claims the superiority of its product and service over competing companies. Competitive advertising is used by companies as a way to differentiate from competitors.

## Classified Advertising

Classified advertising is a technique of advertising as a small message mainly in newspapers, online, magazines and other journals which may be sold or distributed free of charge. Classified advertisements are generally cheaper than wide display advertisements used by businesses. ▶



**IN THE RECENT** past, the shift towards digital advertising that has occurred is the more advanced mode of advertising. Today, companies here are recognizing that they need new and innovative operating framework for their advertising activities. When most of us heard about the Internet of Things, it sounded nothing more than a popular advertising buzzword. However, the internet of things has now turned into a very authentic and long lasting phenomenon which is changing the way we live and communicate with customers forever. For someone who is still not sure about what the 'Internet of Things' means- it is the integration of everyday physical products and services connected to the internet.

There is no refuting that technology has transformed the way global residents receive, interpret and react to information. With the propagation of the internet at the run of the twenty-first century, and the swift evolution of devices that allow speedy and easy access to its million portals, consumers are finding new ways to interact with companies and their products. Given these new forms of buyer and seller relations, many professionals and individuals alike now believe that the digital age, facilitated by evolving technologies, has redefined the role of advertising. The eruption of the internet has been the single most beneficial catalyst in the change of vigorous power from dealers to customers. Through the use of the internet, consumers have gained access to flocks of data from around the globe; data that is timeless, critical and verifiable. With just a click on the button consumers can gain meaningful insights about their companies and products. They can compare products, find lowest prices, read reviews and even communicate with other users about the product quality and buyer satisfaction. Present day buyers use the internet to do research before opting for their products.

Online advertising is an emerging area, but one thing is sure; advertising will continue to grow and evolve online, where the audiences and the metrics are better.

## Evolving technology changing the face of advertisement



There is much research and innovation taking place as companies seek to enhance advertising in a world of new media. The more significant the advertisement, the more it is observed as content and welcomed by the consumers. Advertisers are drooling at this form of advertising because they get much closer to the customer and the point of sale than using mass advertising outlets like TV and newspapers. The use of business intelligence, predictive analytics, customer relationship

management systems and other applications and programs are all inherent in this new marketing approach. These technologies allow companies to quickly sort, analyze and translate the variety of data they access from the increasing touch points with their customers. The evolution of internet and digital technology allows quick and consistent access to this advertising approach and will further direct continuous evolution driven by customer behaviors and habits. ▶

# Online Advertising

**ONLINE ADVERTISING** is called as internet advertising or web advertising, is an advertising strategy which uses the internet as a medium to convey promotional advertising messages to the customers. Online advertising is geared toward defining markets through unique and useful applications. Since the early 1990s, there has been an exponential increase in the growth of online advertising and has evolved into a standard for small and large businesses. Online advertising includes email advertising, search engine marketing, social media marketing, and several types of display advertising such as web banner advertising. With numerous options available from Pay-Per-Click (PPC) and paid social to online display advertising and in-app ads, online advertising can be frightening to newcomers, but it doesn't have to be. Word stream makes online advertising easy, and has helped countless companies to grow by leveraging the power of paid search and paid social advertising.

Some of the types of online advertising include:

## Paid Search

When you consider online advertising, the chances are pretty good that you are considering paid search advertising. Paid search is also famous as pay-per-click advertising (PPC) and is the most common and effective types of online advertising. Paid search allows you to bid on appropriate terms and phrases that may cause text-based ads to be displayed to users when they enter particular search queries into the search engine. These terms and phrases are generally recognized as keywords and they form the basis of PPC advertising. Keywords should be extremely relevant to your business, organized and structured, into logical ad groups separated by campaign type, and associated with the correct match type in order to be displayed to the right visitors at the right time.

## Paid social

Paid search may have changed internet advertising. Paid social is renovating the web of tomorrow. Social networking remains the most popular online pastime for young generations around the globe and advertisers have developed their strategies to target consumers where they spend their time, namely on social networks such as Facebook and Twitter. One of the ultimate powers of paid social advertising is the granularity with which advertisers can aim potential customers with the help of several demographic data that include age, gender, income, education and marital status, browsing preferences and social behavior.

## Email Advertising

Email advertising is one of the most common features in an online advertising campaign. Some advertisers launch email-only campaign to highpointspecific deals or content downloads, whereas others use email to counterpart their several digital marketing. Email advertising can be very effective, making it a popular choice for today's advertisers.

## Re-advertising

Consumers hardly find a website and choose to make a purchase instantly. Re-advertising allows you to track users who have visited your websites, but failed to convert or take action, once they leave your site, serve ads to them on other websites they are visiting. This not only considerably increases brand awareness, but also delivers frequent further chances for the user to revisit your website and convert at a later time. ▶



# Mobile Advertising



**MOBILE ADVERTISING** is one of the growing techniques of advertising. It utilizes the communication of products or services viaa cellular device or smartphone customers. The mobile advertising spectrum ranges from the short message service (SMS) text to several interactive advertisements. Mobile advertising targets users according to specified demographics. Today, the number of mobile phone users is increasing unexpectedly, which help the mobile advertising to grow faster than all other digital advertising formats. Mobile networks identify related mobile profiles and preferences and displays corresponding advertisements when the customers download and uses data services like games and applications. Mobile advertising is usually seen as a Mobile Web Banner on the top of page or Mobile Web Poster at the bottom of the page, while it is dominated by SMS advertising. Some other forms include Multimedia Messaging Service (MMS) advertising and audio advertisements as audio recording played while interacting with the calls.

**Some of the mobile advertising types include:**

## Mobile Web Advertising Units

- Mobile Web Banner Ad.
- Rich Media Mobile Ad.
- WAP 1.0 Banner Ad.
- Text Tagline Ad.

## SMS Advertising Units

- Initial SMS Ad (Appended) - has 20-60 characters.
- Complete SMS Ad (Full Message) – has 160 characters.

## MMS Advertising Units

- MMS Short Text Ad – has a primary MMS slide.
- MMS Long Text Ad – has a complete MMS slide with a clickable link.
- MMS Banner Ad – a color graphics ad unit displayed at the top or bottom of an MMS slide.
- MMS Rectangle Ad – a color graphics ad unit that fills all of the MMS slide.
- MMS Audio Ad – an audio clip that is played while an MMS Rectangle Ad or MMS Full Ad is displayed.

## Mobile Video and TV Advertising Units

- Billboard – an advertising image shown before or after any games or applications.
- Pre-Roll, Post-Roll and Mid-Roll Ad Units – short promotional videos, play before, after or in between of the video content.
- Bumper Ad – short promotional videos basically a type of flash video file.
- Book Ending Ad – typically a combination of a pre-roll ad and a bumper ad that appears after the video content.
- Overlay Ad – still image or an animation with a semi-transparent background that is displayed over the video content.
- Companion Ad – still image or an animation that is displayed along the video content.

## Mobile Application Advertising Units

- In-App Display Advertising Units
- Integrated Ad – basically designed to resemble the elements of the application in terms of visual appearance and usage context.
- Branded Mobile Application – an application specifically developed by an advertiser and uploaded to the app store.
- Sponsored Mobile Application – a publisher's downloadable application which features a sponsoring arrangement at various places across the application.

Smartphone is an interactive mass media similar to the internet, advertisers are keen to utilize and make use of viral advertising methods, by which one recipient of an advertisement on mobile, will forward that to a friend. This allows users to become part of the advertising experience. ■

# THE LAST MILE

**ADVERTISING IS THE** medium that continuously grows with a persistent desire to find new and better ways to reach an ever-growing customer market. But it is not only advertising that changes, customers and customer behavior are changing too. As we look at the future of advertising. It is important to look at how the two interact and change together over time. Without any hesitation, the internet has revolutionized the advertising industry and has taken the world and the advertising world by storm. Internet has only just begun to make an impact, becoming a global medium with massive potential. Some decades ago, television was considered as the new media of advertising. Today, people spend much of their time seeking the products, services and reviews online before picking the products. The simplified interaction is the real key behind the power of the online advertising. The internet is really the only medium where one can find true and verifiable interactivity.

**Some of the features of internet advertising include:**

- It has greater viewer involvement.
- The user can access services according to their interests and their tastes.
- They can request and receive specialized product information.

- They can make an instant purchase.
- The customers can save their time more efficiently.
- The effectiveness of web advertising appears to relate to the fact that surfing the web is an actively engaging experience, similar to reading advertisements in newspapers and magazines.
- Customers also have the choice to opt-in for further detailed information on a particular product or service.

Today, the most notable prime time television commercial advertisements has taken over the business world in the advertising industry by Pay Per Click (PPC) and Natural Search using Search Engine Optimization (SEO). Pay Per Click advertising on search engines allow the sponsor to choose keywords they would like their site to appear under when a potential customer engages in a search. The sponsors will decide how much they are willing to pay each time a person clicks on the search results. But it can be competitive and costly, if the sponsors are trying to use keywords that are very popular. While Natural Search or Organic Search is the non-biased, non-paid results that come up when one do a search. This can be influenced heavily by what's called 'Search Engine Optimization' (SEO). SEO is the complex

and time consuming practice of ensuring that your website is doing all the right things in order to rank high for certain search terms.

Some other forms such as websites, banner advertising placed on the other websites, newsletters, e-zines, and emails. They are used in many different combinations, for different purposes at different times. Nowadays, most of the smart sellers out there have either a newsletter or e-zines. These types of customer interactions and advertising tools will only continue to grow in use and importance. The customers search for 'what is in it for them?'

Email advertising is another form of advertising medium. Email marketing allows companies to communicate one-to-one with their customers in a respectful, intelligent and creative way. It is extremely cost-effective, provides the foundation for future advertising initiatives and delivers computable results.

Text messaging or Short Message Service (SMS) is a technology that allows people to send and receive short (up to 160 characters) messages on cellular phones. It is already hugely popular in some countries of the world and is growing rapidly. SMS advertising offers one-to-one interactions with the customers anywhere, anytime and at low cost.

Another major trend is termed as 'Service Initiative Advertising'. Today, consumers are tired of advertising as usual, many people say that they hate advertisements. They want more from their advertising. Service Initiative Advertising takes the whole process one step ahead by offering further values to their customers.

Market researchers, thinkers and industry experts predict that interactivity through multiple technologies and devices will change how customers interact with marketers.

Interactive advertising will soon be everywhere. So, in effect, it could be considered the age of mass customization in advertising. Advertisers will have the tools to narrow their targets and address advertisements to individuals. ▀

## THE FUTURE OF ADVERTISING





## Pharmaceuticals advertisements



POOJA  
KHAITAN

The pharmaceuticals business has the right to endorse its products, but it should do so in a fair, precise, and proper manner.



**DRUGS PLAY AN** important role in the management of disease and illness in human life and in this condition; doctors are given the responsibility of recommending the various drugs required for respective diseases/illness for the proper treatment and cure of the same. The pharmaceutical industries all over the world are deeply involved in the aggressive drug promotions, with a strong

intention to change the recommending habits of the doctors and to inspire the self-medication of patients. Generally, drug advertising refers to all the information and the persuasive activities of the pharmaceutical business, the effect of which is to persuade

prescription, supply, purchase, and use of drugs. It comprises the activities of medical representatives, drug advertisements to doctors, provision of gifts and samples, drug package inserts, direct-to-consumer advertisements, periodicals, telemarketing, holding of conferences, symposium and scientific meetings, sponsoring of medical education and conduct of promotional trials.

The pharmaceuticals business has the right to endorse its products, but it should do so in a fair, precise, and proper manner. The promotional claims need to be consistent, honest, revealing, sensible, up-to date, and capable of validation in good taste. However, nowadays, while the advertising methods have become very classy and effective, it was found that while endorsing their products, the medicinal industry does not stick to these moral principles. Therefore, in most situations, these lead to illogical use of drugs. This unfortunate condition could be undertaken only by the multiple prong strategy, including government, medicinal industry, doctors, medical associations and consumers. The government is required to formulate some rules and regulations. The doctors and consumers are required to be educated on the advertising practices and misuses committed by the medicinal industry and different ways to block those. Various medicinal and consumer groups should also interfere to improve the scenario of pharmaceutical advertising. ■



# Medicare marketing guidelines

**THE GOVERNMENT OF INDIA**, like most countries of the world, does not treat drugs as any other consumer products and apart from certain measures of its procurement and sale, etc., it is also subject to strict restrictions in the way in which its advertising is to be carried out. In India, the system of guideline, in order to deliver better checks and balances with respect to the advertisement of drugs, is mentioned in the Drugs and Magical Remedies (Objectionable Advertisements) Act, 1954.

The Act also mentions certain provisions wherein the advertisement of drugs can be carried out, subject to the respective conditions laid down section 14, which includes:

- a. any sign board or notice displayed by a registered medical practitioner on his premises indicating that treatment for any disease, disorder or condition specified in section 3, the Schedule or the rules made under this Act, is undertaken in those premises; or
- b. any treatise or book dealing with any of the matter specified in section 3 from a bona fide scientific or social standpoint; or
- c. any advertisement relating to any drug sent confidentially in the manner prescribed under section 16 only to a registered medical practitioner; or
- d. any advertisement relating to a drug printed or published by the Government; or
- e. any advertisement relating to a drug printed or published by any person with the previous sanction of the Government granted prior to the commencement of the Drugs and magic Remedies (Objectionable Advertisement) Amendment Act, 1963 (42 of 1963); although the Government may, for reasons to be recorded in writing withdraw the sanction after giving the person an opportunity of showing cause against such withdrawal. ▶



**“Let's  
Not Fall  
Victims  
to Fraud  
Be Aware”**





## Promotions and ADVERTISING strategies

**A**lmost every business in the world today will deal in some sort of advertising and promotion. Product promotion is one of the key components of the advertising, and deals with one or two-way interaction that takes place with the customer. An advertising strategy is a campaign developed to communicate ideas related to the products and services to potential customers in the hopes of convincing them to buy those products and services. Advertising is one of the necessities for getting your product and services in front of the public and drawing new customers. Deciding on an advertising strategy is one of the principal roles of the promotion manager and this process includes some key decisions about who the consumer is, how to contact them, and what the message should be. These questions can be answered using a four stage process, which is equally applicable to all elements of the promotions and advertising. There are countless methods to promote a product or service. Today, companies use more than one method, while some others may use different methods for different advertising strategies. Irrespective of your company in a favorable light with not only present customers but forthcoming customers as well.



**The basic four stage of promotion and advertising strategies are:**

### 1. Segmentation

Distributing the potential customers into discrete groups is vital if you want to increase the success rate of any interactions. If you don't know who you are talking to, it's doubtful you will get much of a response. Who are the potential customers? How many sub-groups should you divide them into? How do these groups differ? Hopefully, most of this information will be readily available from your market research. Once you have the idea of the customer, you should further drill down to explore them in more detail. What are their media consumption habits? What are their expectations and aspirations? What are their priorities? How much disposable income do they have? What are their buying habits? How their children influence them in choosing products or services? How they manage their holidays? How much do they give to charity? How can you help them? All these information can be easily obtained in a variety of ways, from commissioning a specialist market research agency to analyzing the sales pattern or social media interactions. Generally market research methods include:

- Sales analysis and buying pattern
- Surveys and feedbacks
- Desk research
- Website statistics, commonly social media interactions
- Focus groups
- Face-to-face interviews

### 2. Targeting

Targeting is the process of connecting with the right section(s) and ensuring the best possible response rate. The techniques you use to target your audience must relate to

your advertising plan objectives, i.e. are you trying to generate awareness of a new product or attract business away from a competitor?

**Some of the methods of advertising strategies are:**

**Advertising** – a mass media approach

- Outdoor
- Business directories
- Magazines/ newspaper
- Television/ cinema
- Radio

**Sales promotion** – price related communications

- Coupons
- Discounts
- Competitions
- Loyalty incentives

**Public relations** – through the press

- Press launches
- PR events
- Press releases

**Personal selling** – one-to-one communication with a potential buyer

- Salesmen
- Experiential marketing
- Dealer or showroom sales activities
- Exhibitions
- Trade shows

**Direct marketing** – taking the message directly to the consumer



- Mail order catalogues
- Bulk mail
- Personalized letters
- Email
- Telemarketing
- Point of sale displays
- Packaging design

**Digital marketing** - new networks are emerging constantly

- Company websites
- Social media such as Facebook, Twitter
- Blogging
- Mobile phone promotions
- YouTube





### 3. Positioning

Positioning is the process of evolving an image for your company or product. This can be attained partially through branding, but it's important to know that all elements of the promotion combine to provide the full image. You must guarantee that all areas of your business live up to expectations in order to effectively position yourself in the way you hope. Positioning also considers the rivalry, and you need to explain why you are unique in the market and better than the other products on the ledge.

#### Branding and messaging

Branding is an influential tool for positioning your product. Branding is used



*Reaching new heights ...*

on almost all client facing elements of a product, from packaging design to the style of presentation of product or service. Every communication a customer received adds-up to form a virtual image of your brand and can guide the price they are ready to pay for your products. This skill to charge more due to the positioning of your product is well-known as 'Brand Equity'. Your branding also needs to consider your unique selling points (USPs) and make sure these are easily recognized through your messaging – is your product or service the best value, long-lasting and so on.

#### Corporate identity

A corporate identity is a valuable tool to make sure that your branding is used in a regular way throughout the company. This complete text runs through almost every possible customer touch point and provides support for the presentation and style which should be used. This could include use of logos, colors, taglines, and images. The most prevailing brands can be recognized by many elements of their communications material, not just by their logo or slogan and this is due to the positive execution of a familiar corporate identity.

### 4. Development of the advertising message

Once you have dogged the positioning for your brand, it's time to improve the message in order to convince your target groups. Advertising objectives should be openly linked to your advertising plan, and tend to fit into the resulting generic categories:

- Inform – escalating awareness of your brand, products and services, establishing a competitive advantage.
- Persuade – making an instant response.
- Remind – to retain the interest and enthusiasm for a product or service.

It is a renowned fact that creative, well-branded, distinctive advertising creates the best results so ensure you see the best possible creative team you can get your hands on, and give them a detailed brief. The advertising strategy will only be successful if it charms to the target audience. ▶

## Think like your customer's customer

Advertising managers must think about how their customer's customer shop and make choices in spaces to help maximize interaction success. As the world rushes headlong into an ever more digitally interactive atmosphere, understanding consumer behavior deserves a lot more consideration. Appropriately predicting consumer behavior can be the difference between winning and losing campaign strategies. When consumers are online and offline both researching the products, they are a hot lead if one is able to connect with them. They are strongly engaged in the process of learning as they plan to make a purchase decision.

Depending on the product or service, consumers are going to do one of two things when offered with the information they have been searching for:

- They are going to make the decision to buy.
- Or, most of the time, they will continue on to other websites or stores to do more research, compare prices, delivery options, easy exchange and return policy, etc.

If you don't have your advertising client on a re-targeting program, you and your client are letting go of a great chance. As consumers continue to do their research analysis, re-targeting them with discounts, loyalty points and special offers in front of them can change their mind. While having an invitation to buy from your client in front of researching consumers, even when on a rival's website, may just be enough to convince them to buy from you. A re-targeting campaign that gets a special offer in front of your consumer as they continue to research their buying decision will improve conversions.

Think like your customer's customer can help your advertisers complete more transactions and



staying in front of them with attractive offers to buy when they are doing their research.

### Consumer behavior and advertisements

Advertisers need to understand the buying behavior of consumers while designing their

advertisements for the desired impact of their products and services on the consumers.

Advertisements play an important role in building an image of a product in the minds of consumers. Advertisements must be attractive and communicate appropriate information to consumers. Considering the needs of the consumer is certainly important when it comes to creating the right advertisement for the right audience.

Advertisement is the only way through which your brands are able to connect with the consumers.

Categorize your target audience through attractive and heart touching advertising and convince them to purchase your product and service. It is actually essential to show what the consumers like. Meet your target audience and find out what they expect from your product and brand on the whole. Don't display anything which might offend any religious group or community. Make sure that the message in the advertisement is appropriate, informative and crisp. Overload of information invalidates the effect and the advertisement might go ignored, don't try to confuse the customers. The advertisement must focus on what the product and service is all about. It should, in a way give some sort of information about the benefits, usage, availability, price and so on.

Choosing the right theme for your advertisement may grow your customers. The advertisements have to create the need among the consumers for them to buy the product. Advertisements must give complete information to the consumers. All tobacco and alcohol advertisements must show the mandatory cautionary messages. ■

UNIVERSAL HEALTH COVERAGE for  
poor and elderly launched.

Beware of ONLINE PHARMACIES.

The Shocking truth about  
ANTIBIOTIC RESISTANCE.

...and  
**MORE**



**SUBSCRIBE**

**THE PRESCRIPTION**

[www.safemedicinesindia.in](http://www.safemedicinesindia.in)



# 35,000+ HAPPY CONSUMERS

Together WE CAN make a difference

[www.consumerconexion.org](http://www.consumerconexion.org)

Toll free # 1800-11-4424

