TELEVISION ADVERTISEMENT MARKETING STRATEGIES

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Abstract - The Indian advertising business has evolved from being a small-scaled industry to a full-fledged one. The advertising industry in India is projected to be the second fastest growing advertising market in Asia after China. The Indian government has given tremendous support to the advertising and marketing industry. Advertising expenditure is likely to increase in the financial sector, driven by Reserve Bank of India (RBI) policies which could result in a more favorable business environment. Also, proposed licenses for new banks and better market sentiments render the advertising and marketing industry in India a fertile space. India's advertising industry is expected to grow at a rate of 16.8 per cent year-on-year to Rs 51,365 crore (US$ 7.54 billion) by 2016, buoyed by positive revenue. Thousands of advertisements would release on various TV channels and other social media channels like YouTube every day, but only few are watched and remains in psyche of the people. This paper takes a look at the successful advertisements industry sentiment and a strong GDP growth of 7 per cent and above. Television contributes a significant portion to the total advertising revenue, accounting for almost 38.2 per cent, and digital contributes 11 per cent of the total aired on Indian Television channels and the strategy behind their success. The methodology adopted is the study of successful advertisements and survey questionnaire.

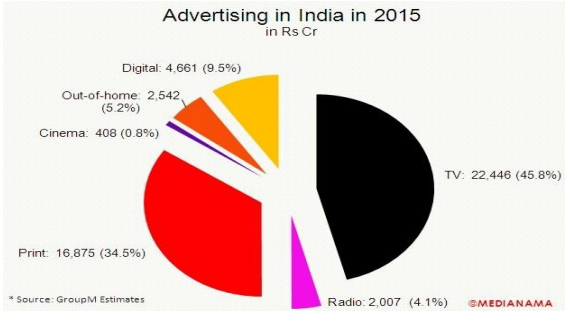
Keywords - Business; GDP; Advertising Revenue; Channels; Success.

INTRODUCTION

The Indian advertising industry has evolved from being a small-scaled business to a full-fledged industry. The advertising industry is projected to be the second fastest growing advertising market in Asia after China. The Indian government continues to provide tremendous support to the advertising and marketing industry. Advertising expenditure is likely to increase in the financial sector, driven by Reserve Bank of India (RBI) policies which could result in a more favorable business environment. Also, proposed licenses for new banks and better market sentiments render the advertising and marketing industry in India a fertile space.

Market size

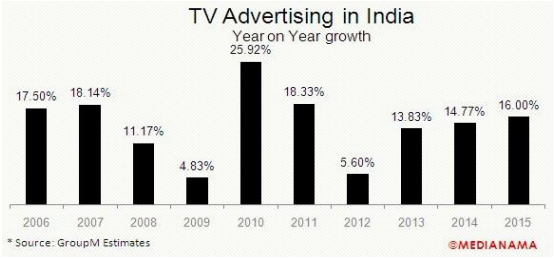
India's advertising industry is expected to grow at a rate of 16.8 per cent! Year-on-year to Rs 51,365 crore (US$ 7.54 billion) in 2016, buoyed by positive industry sentiment and a strong GDP growth of 7 per cent and above.Print contributes a significant portion to the total advertising revenue, accounting for almost 41.2 per cent, whereas TV contributes 38.2 per cent, and digital contributes 11 per cent of the total revenue. Outdoor, Radio and Cinema make up the balance 10 per cent.The online advertising market in India is expected to touch Rs 3,575 crore (US$ 538.09 million) in 2015 from Rs 2,750 crore (US$ 413.92 million) in 2014. Of the current Rs 2,750 crore (US$ 538.09 million) digital advertisement market, search and display contribute the most – search advertisements constitute 38 per cent of total advertisement spends followed by display advertisement at 29 per cent, as per the study. . The growth in 2014, to Rs 13,490 crores, is being attributed to an increase in spending due to elections (both General and State elections), as well as advertising from categories like e-commerce and Telecom. "The FMCG sector, which contributes to nearly a third of the AdEx, had a steady year, growing broadly in line with the industry average," GroupM said in a statement. CVL Srinivas, CEO, GroupM South Asia said in a statement that advertisers are cautious but optimistic: "With a new Government coming to power the negative sentiment has lifted but there is still some bit of caution amongst advertisers. We continue to operate in the same zone as last year at an overall level." In addition, GroupM is "seeing a lot more confidence amongst local businesses to invest in brand building than before. This is a positive sign for the industry. Penetration of smartphones coupled with the popularity of online video is making FMCG spend more on digital. Another trend is the emergence of categories like e-Commerce and the increased competition in Telecom both of which are aiding the growth of traditional media channels including Print and TV apart from Digital."

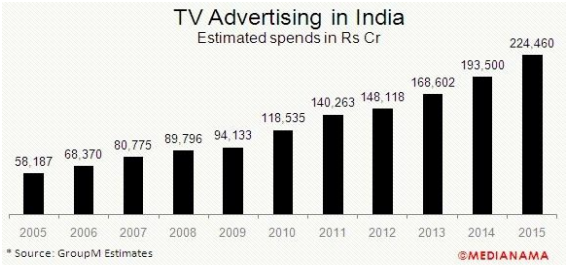


TELEVISION

Television shows a higher growth percentage in 2015 compared to last year with 16%. TV channels will especially be bullish with cross media integration via their own digital platforms.

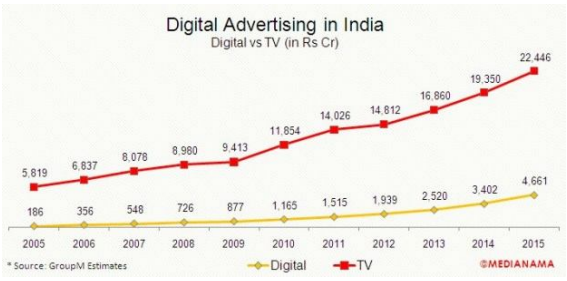
The big ticket event this year is the ICC Cricket World Cup in February and March, with scope for programming and advertising innovation during the tournament.





The Internet's share in total advertising revenue is anticipated to grow twofold from eight per cent in 2013 to 16 per cent in 2018. Online advertising, which was estimated at Rs 2,900 crore (US$ 436.50 million) in 2013, could jump threefold to Rs 10,000 crore (US$ 1.51 billion) in five years, increasing at a compound annual rate of 28 per cent.

It is interesting to note that Indians paid Rs 25,200 crore (US$ 3.79 billion) to access the Internet in 2013, a figure greater than the Rs 22,300 crore (US$ 3.36 billion) that print medium garnered in subscription and advertising.



Recent Developments:

- Indian Railways has appointed Ernst & Young (EY) as a consultant to discover its advertising potential, which is in line with the Railway Budget proposal of increasing non-fare earnings to Rs 5,000 crore (US$ 733.6 million) in five years.
- MoMark Services, a mobile based customer engagement platform for small and medium businesses, has raised US$ 600,000 from YourNest Angel Fund and LNB Group, to scale up its product offerings and talent acquisition.
- Tata Motors has appointed renowned football player Lionel Messi as the global brand ambassador for Tata cars and utility vehicles globally, with an aim to tap the youth market and expand visibility and presence of Tata Motors in newer markets.
- Advertising agency J Walter Thompson has launched its global digital agency network 'Mirum' in India which will provide services such as strategy and consulting services, campaigns and content, experience and platforms, analytics and innovation and product development, with the target to increase non-traditional media revenues to 40-45 per cent from 35 per cent currently.
- DDB Mudra Group has planned to launch 'Track DDB', a brand that addresses the data-led world of marketing communications, which will provide services like creative, data and digital analytics, database marketing, CRM, digital and mobile marketing in India.
- All India Radio (AIR) has appointed 'releaseMyAd' as a virtual agency to let advertisers' book ads for all of AIR's station online.
- Google is all set to help India implement Prime Minister Mr Narendra Modi's "Digital India" initiative, and the government has a well laid out plan to ealize it, said Google's Chief Internet Evangelist Mr Vinton G. Cerf. Digital India is Rs 1.13 trillion (US$ 16.58 billion) government initiative that seeks to transform the country into a connected economy, attract investment in electronics manufacturing, and create millions of jobs and support trade.
- As companies look for better productivity and increasing efficiencies in a tough market environment, market research firm Nielsen has launched its first consumer neuroscience lab in India at its Mumbai headquarters. The neuroscience lab will augment the company's research capabilities in packaging and research, improving their effectiveness.
- MPS North America LLC, the US subsidiary of Bengaluru-based publishing solutions provider MPS Ltd, has acquired Electronic Publishing Services Inc. (EPS), a New York-based firm with interests in content creation, art rendering, design and production. The deal will allow MPS to strengthen its foothold in North America.
- Jaipur-based Girnar Software Private Limited, which owns and operates the website CarDekho.com, announced that it has raised US$ 50 million in its second round of funding. The funding was led by Hillhouse Capital with participation from Tybourne Capital and Sequoia Capital.
- ZipDial has become the first Indian technology product startup to be bought by Twitter in what is the third such deal led by a global corporation

following the acquisitions by Facebook and Yahoo. The ZipDial deal is expected to cost Twitter US$ 34-35 million. This feature is expected to help Twitter reach people who will come online for the first time in countries such as Brazil, India and Indonesia, mostly using a mobile device.

- Telecom major Axiata's subsidiary, Axiata Digital Advertising (ADA) has formed a joint venture with US-based advertising tech firm Adknowledge to get into the US$ 47 billion digital ad market in the Asia Pacific region and has identified India as a 'key' market.

ROAD AHEAD

The advertising and marketing sector in India is expected to enjoy a good run. E-commerce companies are expected to dominate marketing trends in 2016-17. Growth is expected in retail advertisement, on the back of factors such as several players entering the food and beverages segment, e-commerce gaining more popularity in the country, and domestic companies testing out the waters. The rural region is a potentially profitable target. For instance, in the automobiles sector, the focus of two-wheelers on rural areas could mean more launches and more advertising spends. The telecom sector could see growth as well, driven by better smartphone penetration and service providers cutting down on prices.

STRATEGIES

- Many businesses think that a well-crafted television advertisement gives them an effective way to appeal to their target market. The medium can be expensive, since commercials need to run repeatedly to get the best results. So before rushing out to make an advertisement and booking the best spots, reviewing marketing strategies available can be of help to produce the most effective, attention-grabbing advertisement possible.
- The first strategy to implement in the television marketing plan is to identify the goals that the commercials intend to achieve. A goal might include announcing a new product to the target market or increasing sales during a specific timeframe or you using television commercials to build a brand so that potential buyers get a good feeling about your business.
- If the target market consists of people who live or work close to the business location, check with the local television station about running the ads during the two minutes of time per hour that most stations reserve for local advertisers. Start by identifying the programs that appeal to the target market and times at which these programs run. Then negotiation can be done with the station to get the advertising slots that fit those programs and times and about best rates.
- Spending 15- 30 seconds explaining the features and benefits of the product, makes a strong call for action to encourage viewers to interact with your company is a necessity. Putting the website address at the end of the ad to enables viewers to get more information. Download and print a special coupon provide a phone number (toll free advisable) or offering free downloadable applications related to the product or service are other options. Once the viewer downloads the application, the ads run across the top, giving your company more exposure.
- In some markets it's important to control how much product is available at one time. In many cases this is done because of the difficulty of acquiring raw materials or higher quality of the product. A company may choose to make their products accessible to only a few customers. Rolls-Royce's release of their Chinese edition car called Phantom sold quickly. While the cost of the car was higher than most cars the scarcity drove the desire and the price.
- Evangelism marketing is to develop raving fan customers (whom we call Brand Lovers) who become advocates of your brand or product, and who represent the brand as if it was part of their own identity.
- In reverse marketing, the idea is to get the customer to seek out the business rather than marketers seeking the customer. Usually, this is done through traditional means of advertising, such as television advertisements, print magazine advertisements, and online media. While traditional marketing mainly deals with the seller finding the right set of customers and targeting them, reverse marketing focuses on the customer approaching potential sellers who may be able to offer the desired product.
- In 2004, Dove launched the Dove Campaign for Real Beauty focusing on the natural beauty of women rather than advertising their product. This campaign caused their sales to soar above $1 Billion and caused Dove to re-create their brand around this strategy. Although successful, this campaign caused a lot of controversy and discussion due to what people saw as an advertisement with a contradictory message.
- Direct response advertising strategies can be another viable strategy. The commercials include a strong call to action that focuses on asking viewers to call a toll free number and place an order. The ads can run for up to 30 minutes. Direct response strategies are ideal for introducing new products so that the ads thoroughly explain the problem it solves as well as its features and benefits.
- Affinity marketing creates strategic partnerships that are mutually beneficial by forming alliances

with complementary brands. Also known as partnership marketing, with this strategy, one brand generates sales while the other creates new customers and builds brand awareness. Tea Board advertisement asking consumer to have tea for their "good health".

- A successful advertisement creates a desire in viewers, listeners or readers. It also provides information on how to fulfill that desire and makes the potential customer feel good about doing so. With so many products and service providers in the marketplace, using a proven technique in advertising increases the likelihood that ad will return value. Basic techniques used in propaganda transfer successfully to advertising and remain the most frequently employed.
- Repetition is a simple yet effective technique used to build identity awareness and customer memory. Even advertisements using other successful approaches mention the product or company name more than once, particularly in television because its combination of sight and sound, allows the advertiser to disguise the repetition by changing its delivery (from visual to audio). An ad first shown during a soccer match broadcast for a product called HeadOn remains the classic example of this advertising technique. Though the advertisement never explained what the product does, viewers remembered its name.
- Advertising that promotes specific features or makes claims about what a product or service can do for the potential customers provides successful results by informing, educating and developing expectations in the buyer. Claims can state facts or simply use hype, such as calling one brand of orange juice "the best" when nutritionally it is identical to other brands. Claims may mislead through omission or by using what some advertisers and political campaigners call "weasel words." These are subtle statement modifiers that render the claim meaningless if studied closely. Common weasel words include "helps," "fights" and "virtually."
- Associating a product or company with a famous person, catchy jingle, desirable state of being or powerful emotion creates a strong psychological connection in the customer. Sporting equipment companies use successful athletes in their ads, automakers display their cars in front of mansions, brewers show their beer consumed by groups of friends having fun and cosmetic companies sign celebrities to represent their products. These ads encourage an emotional response in customers, which then is linked to the product being advertised, making it attractive through transference.
- The bandwagon technique sells a product or service by convincing the customer that others are using it and they should join the crowd. Other bandwagon advertisements suggest that the customer will be left out if they do not buy what's being sold. These ads often employ "glittering generalities," words linked to highly valued ideas or concepts that evoke instant approval, which may or may not relate to the subject of the advertisement. "India loves..." connects patriotism with a product, creating an automatic positive response.
- Coupons, sweepstakes, games with prizes and gifts with.

Thousands of advertisements would release on various TV channels and other social purchases create excitement, and participation encourages customers to build a relationship with the sponsoring product or service. The attraction of getting something "free" or earning "rewards" makes promotions successful. Limited-time offers and entry deadlines add urgency to this advertising technique's call to action. Media channels like Youtube every day but only few are watched and remains in psyche of the people. As the memory of human being interlinks the things, so if someone watches any ad, and like it, of course it will remain in his/her memory. Consequently as the person goes to the market for shopping, and see the product whose advertisement he/she has watched, the mind starts interlinking, thus influencing the buying decision. In addition market research says that majority of customers buying habits are based on advertising whether it is through TV commercial or grapevine. Therefore in order to persuade people, advertisers try to create an ad so that it propels the target audience. So as to make commercial a success it should have at least one ingredient out of social message, informative content with humor and an emotional appeal. Along with comprehensive social media strategy is also essential to take up your ad to large target audience. "Heart and or Humor. One that tickles the funny bone, makes you laugh out loud and call a person in the other room … "Hey, you've gotta come see this commercial …" On the flip side, one that pulls at the heart strings, or even at times rips the heart right out of your chest with power, energy or fear, causing you to pause and think. Makes you say "wow!" They only come along so often. Product is not always the most memorable part – think of how many times you've said, "I saw this great commercial, don't remember exactly what it was for, but …" I seem to remember product on the powerful serious spots – less so on the funny commercials where sometimes the punchline over powers product.""It is best done with an icon, a grabbing tag line, a memorable jingle, and humor, with the icon and the brand tied together…Examples: "Energizer Bunny" or "Tony the Tiger" for Kellogg cereal. To stand out and become memorable, it must be unconventional. The conventional is boring, and immediately forgotten, because it never engages the consumer."If the product or service is not remembered, the ad is a failure. The ad should

address a need, demonstrate how the product or service meets the need, and do it in a compelling, memorable way, with a device known as a hook. A TV spot has to score high in 2 areas to be memorable: sheer entertainment value and disruption/thought-provoking ability. That second category covers those few ingenious spots every year that go completely against the settled order of things to really achieve something different. As for whether I remember the product or just the commercial itself, which varies. "Commercials that portray people getting hurt are most memorable, i.e. falling off the ladder, walking into the glass door, the football player hitting office workers. Interestingly, I can't say for certain which products they were pitching."

TOP INDIAN ADVERTISEMENTS

About 2 decades ago people were not enough fortunate, as in the name of technology there was merely a box type TV, which used to be remain closed for almost 22 hours because antenna rarely clutch the signal. If watching TV they did not have an option to skip the advertisement. But today, with the dawn of digital technology people don't have enough time not only to ad but TV also. Or what if when ad is propelling? People watch. Here are 10 top TV ads in India 2015.

1. Nescafe- StammerRishi

Since the release, this Nescafe ad has been watched by more than half million people. With the high emotional appeal what the advertisers wanted to convey, conveyed successfully. Rishi, a prime character in ad played a standup comedian who stammers talks about his bad experiences and then relate his experience to product Nescafe. Or how the product helped him or his audience energized. On social media also this ad was shared by huge number of people on their walls.

2. Bournavita – Swimmer Tyari jeet ke

Nescafe ad was completely relating to the social issue with high emotional proportion while this Bournvita ad is showing the emotional relationship of mother with her son, and how mother inspires her son by going through same pain and practice as son does. However, an intense emotional as well as motivational factor put in this ad, and theme also relates to product. So far, this ad has been viewed by more than one million viewers.

3. Idea-NoUlluBanoing

Like all idea ads this ad is an informative and educating people that how they may remain aware by using an idea network. In short, this ad aims to teach people about so many real incidents and sayings that used by people to misguide people, but by using an idea network internet they may avoid such wrongdoings.

4. Amazon-AurDikhao

In the new advertisement Amazon has tried to reach out to diverse people of India with a clear message, that on our site you will find a across varieties of all states of India. In addition this ad was made keeping the psyche of Indian people, as they first see thousand things then buy one item.

5. TBZ- Shoes

This ad has touched the heart of millions as it tries to connect people with specific custom or ceremony that take place during every Indian wedding. So, however this ad touches the emotional chord of the people.

6. Feviquick ad- TodoNahiJodo

You might have heard about the daily meeting of Indian and Pakistan armies at wagah border. Yes, this ad was made on the theme of Wagah border India and Pakistan daily parade, humor and dig at Pakistani soldier makes this ad popular amid Indians.

7. Star Sports-Mauka Mauka

Suresh Triveni, director of Bubble wrap films and his team was the brain child behind this ad. This ad depicts that how people in both countries are crazy about cricket and eager to win the match and seeing that this is the last opportunity to win the watch. This ad has been viewed by more than 3 million people till now. All the ads made in this series were success to reach out to cricket lovers.

8. Micromax Unite India Advertisement

In spite of having so many languages and miscellany, we are Indians first that is what shown in this advertisement. As we all know that cricket is alike religion in India, so the theme of the ad is cricket. This ad has got nearly 11 lakh views and still counting.

9. Samsung Note 4

This ad illustrates the relationship of a dad with his daughter, and how Samsung note 4 may help his daughter learn new things and at the same time in making office presentation on the phone as well. So far more than 3.5 lakh people have watched this ad.

10. Coca Cola- #Bidaai

The "taste which everyone wants" the tagline of this ad suits the theme of the advertisement. Ad is conveying that even newly brides after a hectic wedding rituals demands a coke from her Groom. Since release this ad has been viewed by almost 2 million peoples on YouTube.

A survey was conducted to capture the reactions of the respondents about the effect the advertisement have over them .The age groups were between: - (1). 18-30 years, Sample Size-22 (2) 31-45 years, Sample Size-18 and (3) 46-60 years, Sample Size-6. In terms of profession 12 are into teaching, 14 service, 16 are students of UG level and 2 are homemaker.

Ten advertisements that had marketing representation in them were identified for the survey. The advertisements identified were:-

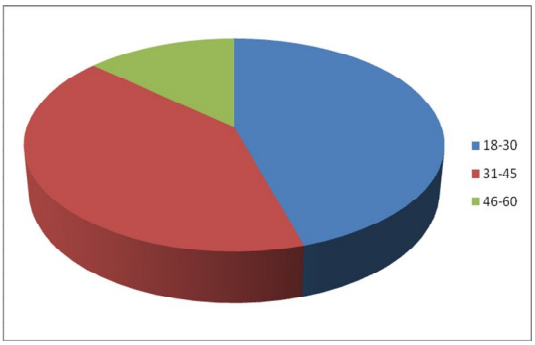
1. Nescafe
2. Bournvita
3. Idea Cellular
4. Amazon,
5. TBZ Shoes
6. Feviquik

7. Star Sports
8. Micromax Mobile
9. Samsung
10. Coke

The survey was broken into two parts, Part A consisted of 7 close ended questions on personal profile and part B had a sample questionnaire on popular TVCs in order of relevance, likeness, use of marketing techniques and impact.

Survey Analysis Part A

1. Age Group: 18-30-20nos, 31-45-18nos, 46-60-6nos.



2. Profession: Teaching-12nos, Service-14nos, Student-16nos, Homemaker-2nos.
3. Gender: Male-30, Female-14.
4. Monthly Income : Nil-22nos, 0-10k-6nos, 10-25k-10nos, 26-50k-4nos, Above 50k-4nos.
5. Religion: Hinduism-36, Islamic-3, Sikhism-2, Jainism-2, Christainity-1
6. Caste: General-29; Others-15
7. Educational Qualification: UG-2nos, Graduate-16nos, Post graduate-18nos, Doctorate-6nos.

Survey Analysis Part B

Part B of the questionnaire was on the following:-

A. Television viewing time-Nearly 55%of the respondents viewed I hour or less with regards to Television programmes and the rest between 1hour to 2 hours.

B. Watching TVC's-95% of the respondents watched TVC's on a regular basis.

C. New Techniques used by TVC's- The number of respondents who watch TVC's regularly also feel the there is a clear use of new techniques in the TVC's watched by them.

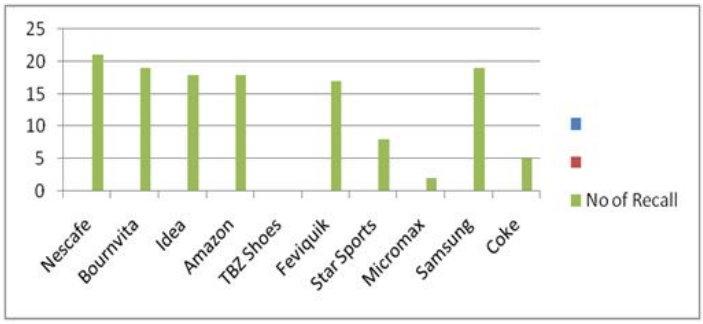
D. Impression of the Techniques/ Influencing buying patterns-Out of the respondents who watches TVC's regularly nearly 74% feels that the new techniques influence their buying pattern.

E. Recall-In terms of recall the following TVC's were considered and the results were:-

1. Nescafe-21
2. Bourn vita – 19
3. Idea Cellular- 18
4. Amazon,-18
5. TBZ Shoes-0
6. Feviquik-17
7. Star Sports-8
8. Micromax Mobile-2
9. Samsung Galaxy-19
10. Coke-5

No respondent was able to recall more than 5 TVC's. Nescafe, Idea, Amazon and Samsung Galaxy TVC's were mostly recalled by the age group 18-30 years.

ADS	Nescafe	Bournvita	Idea	Amazon	TBZ Shoes	Feviquik	Star Sports	Micromax	Samsung Galaxy	Coke
No of Recall	21	19	18	18	0	17	8	2	19	5
Age Group Wise Recall	18-30=18 31-45=3	18-30=6 31-45=12 46-60=1	18-30=18	18-30=18		18-30=5 31-45=10 46-60=2	18-30=3 46-60=5	18-30=2	18-30=10 31-45=7 46-60=2	18-30=5



ANALYSIS

The table gives the number of recall of the advertisements of few products using marketing techniques out of a sample size of 44.The Mean is calculated as 12.7

Here we set up null hypothesis that the recalling's uniformly distributed over the brands (10).

Under the null hypothesis, the expected frequency of recalling's of the advertisements would be-

(21-12.7/12.7) + (19-12.7/12.7) + (18-12.7/12.7) + (18-12.7/12.7) + (0-12.7/12.7) + (17-12.7/12.7) + (8-

12.7/12.7) + (2-12.7/12.7) + (19-12.7/12.7) + (5-12.7/12.7)

= 68.89/12.7 + 39.69/12.7 + 28.09/12.7 + 28.09/12.7 + 161.29/12.7 + 18.49/12.7 + 22.09/12.7 + 114.49/12.7 + 39.69/12.7 + 59.29/12.7
=5.42+3.13+2.21+2.21+12.7+1.46+1.74+9.01+3.13+4.67= 45.68

The degree of freedom is no of observation-no of restrict=10-1=9
Observation 1: The tabulated X2 w.d.f =16.919 at 5% level of significance. Since the calculated X2 is much higher than the tabulated value, it is highly insignificant and we reject the null hypothesis.
Hence, statistically, the number of recall is not uniformly distributed over the branded items.
Observation 2: The percentage recall about the Age Group.Observation 3: Brands like Nescafe, Bourn vita, Idea, Amazon, Feviquik and Samsung Galaxy are highly recalled by all age groups.

Students and young professionals are more conscious about the marketing aspects of TVCs. On the other hand, housewives and middle-aged respondents are less aware towards these TVCs. In general, respondents in the age group of 18-30 years of age are more critical about TVCs than those in the age group of 31-60 years of age. It can be seen from the survey conducted that younger generation of today that is more professionally and politically active and aware have strong views and decision making abilities. They are intolerant towards superficiality of any kind, including that of television and commercials as a whole and are critical about issues such as brand value; consumerism and propagandist nature of advertisements. The survey was conducted with a random sample size of 44 people in the age group of 18-60 years from across the city of Kolkata, India.
The advertising and marketing sector in India is expected to enjoy a good run. E-commerce companies are expected to dominate marketing trends in 2015. Growth is expected in retail advertisement, on the back of factors such as several players entering the food and beverages segment, e-commerce gaining more popularity in the country, and domestic, the focus of two-wheelers on rural areas could mean more launches and more advertising spends. The telecom companies testing out the waters. The rural region is a potentially profitable target. For instance, in the automobiles sector could see growth as well, driven by better Smartphone penetration and service providers cutting down on prices.

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