

Latest Trends in Television Advertising in India

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Introduction

Advertising is a powerful communications force and a vital marketing tool helping to sell goods, services, images and ideas through channels of information and persuasion. Advertising is a form of communication used to encourage or persuade an audience (viewers, readers or listeners) to continue or take some action. Advertising messages are usually paid for by sponsors and viewed via various traditional media: including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail: or new media such as websites and text messages. People usually come into daily contact with many types of advertisements. Advertisements make up a large part of leading newspapers and magazines. Similarly, broadcast advertisements, otherwise known as commercials, interrupt almost every television and radio programme.

Change in Advertising in Form and Content

The change in advertising in form and content since TV has become a major contributor in the marketing scenario is of high implications. The label to surrealistic, from testimonials to supernatural, the shift is evident. Advertising in India has seen many an interesting campaigns which become popular hits in no time and has become a key factor in deciding the lifestyles of not only the rich and famous, but the middle and even the lower class. Many gadgets, which revolutionized the life of an average Indian in the last decade, were alien to the people of yester years. The sudden change from land phone to mobile phones stands in the frontline of this change. The content and copy have undergone drastic changes to create newer needs in the minds of the common man. Technologies like infra-red, Bluetooth, GPRS and 3G are the catch words of the advertising industry though these are still alien to the laymen in its true sense and usage.

Marketing Strategies

The marketing strategies have also been to overcome the saturation happened in some major selling areas like television sets, the arrival of LED and Plasma TV sets which witnessed the gradual disappearance of CRT televisions and monitors from the market is a good example. Now the role of the advertisement has changed from prompting one to take the decision to buy one, but to change the existing one in tune with the changing lifestyles created by the number of advertising campaigns. Now the in thing is to own more than one, may it be a TV set, car or mobile phones. A luxury car and a sports model, a business phone and gaming phone, a TV set for the family and another one for private use. The list goes and on.

Cricket on TV

Cricket, the major revenue generator for Indian television has changed its form and styles, to suit the needs of the market. Following the footsteps of Ted turner who revolutionized cricket by

day/night matches with white ball and color uniforms tailor-made for TV, India started Indian premier league and the market made use of the golden opportunity to the brim. Several campaigns were started exclusively for IPL seasons (for e.g. Zoozoo ads of Vodafone), each team sponsored major business groups of India and supported by celebrities from the tinsel world was literally a haven for the advertising industry.

Humour and Comic Events

Humour, the most sought-after theme for advertising, still rules the advertising scenario all over the world. Jest has an innate ability to make people notice and is retained better than other themes. It is proved beyond doubt that almost seven out of ten ads you remember have themes based on humour. For example, Zoo Zoo ads of Vodafone, Onida KY Thunder, Choromint, Mentos, fevicol, virgin mobile, etc.

Value-Based

Though humour is the best option for advertising from the time immemorial, value -based concepts with a special stress on Indian culture with topics like sense of pride, care for the elders and teachers, empathy for fellow beings, unity etc. take a major chunk of advertising time in India. Some campaigns like TATA Tea (jaago-wake up against corruption, etc.) Idea cellular (saves tress, walk and talk for health), Malabar gold campaign for clean cities, *Mathrubhumi* daily ads which stress on positive culture etc. are some major examples here.

Surrogate Advertising

Surrogate advertising which once considered unethical is now a widely accepted form of advertising with more and more companies adopting the form to promote their products. Many celebrities, both from sports and cinema appear in such ads with wills, kingfisher, and bagpiper etc. being the major players. **Wills**, a product from ITC, the major manufacturer of cigarettes in India is promoting their brand in disguise through their ad campaigns for Wills lifestyle clothing and **Kingfisher**, the major beer brand in India manufactured by UB Group who owns a cricket team (Royal Challengers, Bangalore), promotes their various brands of liquor through ads of their team and other brands like Kingfisher Mineral Water, etc. Bagpiper, another major brand of liquor, promotes their brand giving ads for playing cards with same brand name.

Multimedia Animation

With technology advancing like never, more and more technical and technological innovations are revolutionizing the advertising industry with unending possibilities of multimedia and animation. Advertisements showcase a wonder world of our fantasies with no limits for imagination. The success of the advertising is in making viewers believe every dream comes true when they buy and use the advertised products. Even the wildest dream of a person is shown happening with the help of animation technique which astonishes them with its visual scope and appearance. Another area for such innovative technology is children's advertising campaigns where famous cartoon characters and the like appear to lure the kinds to buy the particular brand.

Animal Central Characters

Advertisements with animals as with central characters constitute another steam of popular advertising in television and in general. Vodafone ad (started earlier as a campaign for hutch) with a pug as the central character is one of the all-time favorite of the Indian advertising scenario. The advertisement in turn made a boom in the sales of pugs also. Several other ads with kitten (pears soap) parrot (animated-Vodafone) etc. is also popular.

Superhuman Figures

Man's wish to achieve superhuman powers has always been a favorite theme of ad film makers. Advertisements for toffees, bubblegum, biscuits, etc., are using popular animation characters like Ben 10, Dora- the explorer, poke man, batman, Spiderman etc. When selling youth brands, the ability to become a macho figure (men) who can attract women like anything is stressed, be it a perfume or motorbike or any other brand that demands such treatment.

Props and Hoardings

Like surrogate advertising, use of props and even hoardings in the scenes and background in commercial feature films is another technique in advertising in the present Advertising world. Scenes in a film where the action happens at various places like shopping malls, jewelry shops, cafes, clubs, cloth shops, etc., are shot with ample promotional material coming in the background or as properties. Also the characters are assigned job at various business houses (for example, executives at Reliance) which itself acts as a promotion for the brand.

Sponsoring

Sponsoring hoarding at stadiums, boundary line at the cricket ground, logos and slogans placed in the T-shirts, caps, pants, socks, bat and ball which are only visible through a close up shot during match telecast are another innovative form of advertising. MRF has long been the sponsor of Sachin's cricket bat which gave them a great advantage as a brand. Nike, Reebok and other similar companies are the major players in these types of advertisements.

Advertisement Research

In the present media world, advertisements whatever may be the form or content, are closely followed by researchers, media enthusiasts and even by lay viewers. They create needs that may seem unavoidable for the existence of human being as a social animal but most of them are creating artificial demands in the guise of offering options to ease life. India is the best market for companies are happy to sell their products to at least two percent of Indian population, the revenue amounts to those obtained from selling the same to whole of Australia and New Zealand.

Conclusion

The Indian advertising scenario has undergone noticeable changes to cope up with the changing pace of the market especially after liberalization. It is useful to find out why India is fast adapting the changes and fluctuations in the market to accommodate the number of products and services arriving in the market to accommodate the number of products and services arriving in the market every other day.

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