



Published on: 29-03-2014

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**MPGI International
Conference 2014
(MPGIIC-2014)**

International Conference
"Interdisciplinary approaches
in Commerce and Management"

On
28th & 29th March-2014



Conflict of Interest: None Declared !

Study of Changing Role and Recent Innovations in Advertising.

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Cite this article as:

Dr. Vijay Uttarwar.
Study of Changing Role and Recent Innovations in Advertising.
Asian Journal of Management Sciences.
02 (03 Special Issue); 2014; 87-90.

Introduction

Advertising is a measure of the growth of civilization and an indication of the striving of the human race for betterment and perfection. Several eminent economists have succinctly summed up the drive for survival and satisfaction and the limits of human endeavor. In their views physiological needs, need for safety, love and self-actualization are some of the basic needs of human beings. There are two further goals to achieve, namely, 'knowledge' and 'beauty'. The aspiration for knowledge arises from the need to know more and to develop greater understanding of the unknown things. The longing for beauty represents the ultimate in aesthetic satisfaction. Advertising has both forward and backward linkages in the process of satisfaction across the entire spectrum of needs. The explicit function of advertising is to make the potential audience aware of the existence of the product, service or idea, which would help them, fulfill their self-needs and spell out the differential benefit in a competitive situation. It is also an instrument for developing the basic motivations for creating resources for buying goods and services or generating favorable conditions for the acceptance of an idea.

Advertising:

Advertising is any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor. Advertisers include not only business firms but also charitable, nonprofit, and government agencies. Although there has been an enormous increase in the use of personal communications by marketers in recent years, the fact remains that mass media, if used correctly, can still dramatically improve the fortunes of a brand or company. Marketers are trying to come to grips with how to best use mass media in the new communication environment.

Developing an advertising program is a five-step process:

- (1) Set advertising objectives;
- (2) establish a budget;
- (3) choose the advertising message and creative strategy;
- (4) decide on the media; and (5) evaluate communication and sales effects.

Out of these five steps program step number two talks about choose the advertising message and creative strategy.

3. Creativity in Advertising:

The ad's impact depends not only on what is said, but often more importantly, on how it says it. Message execution can be decisive. In preparing an ad campaign, the advertiser can prepare a copy strategy statement describing the:

- Objective

- Content
- Support
- Tone of the desired ad

We can discuss this with the help of example, Sopan needs to buy a new car but he's tired of all the commercials on the radio and TV. He considers going to Google to search for a good dealer near him but instead decides to post a question on his Facebook status: "Sopan is looking for a new car. Any suggestions?" Within minutes his friend Beth wrote on Sopan's Facebook wall leaving him a message, "I just got a new car from ZZZ Dealers. As crazy as buying a car is, my experience was really good. Want the guy's number?" She also provided a link to the local dealer. ZZZ Dealers is fortunate that one of their satisfied customers is willing to not just tell Sopan, but also tell all of Sopan's Facebook friends that ZZZ Dealers is a good company to deal with. Meanwhile, YYY Dealers missed the opportunity. They spent all of their marketing resources on radio commercials and Google placement. Sopan never even acknowledged their marketing efforts. The oldest and most reliable form of marketing has always been one friend referring another friend to a product or service. With the proliferation of so many online, social websites, people are connected to each other in new, agile, and quite public ways. The marketing practices of any business who wants to be successful today and tomorrow will be involved in online social media marketing.

Media planners often see their role from a brand contact perspective. Instead of focusing solely on what medium is used for message dissemination, media planners also pay attention to how to create and manage brand contact. Brand contact is any planned and unplanned form of exposure to and interaction with a product or service. For example, when you see an ad for Volkswagen on TV, hear a Mazda's "zoom zoom" slogan on the radio, are told by a friend that her iPod is the greatest invention, or sample a new flavor of Piranha energy drink at the grocery store, you are having a brand contact. Television commercials, radio ads, and product sampling are planned forms of brand contact. Word of mouth is an unplanned brand contact -- advertisers normally do not plan for word of mouth. From the consumer's perspective, however, unplanned forms of brand contact may be more influential because they are less suspicious compared to advertising.

The brand contact perspective shows how the role of media planners has expanded. First, media planners have moved from focusing only on traditional media to integrating traditional media and new media. New media

-- cable and satellite television, satellite radio, business-to-business e-media, consumer Internet, movie screen advertising and videogame advertising -- is playing an increasingly significant role. Spending on new advertising media is forecast to grow at a compound annual rate of 16.9 percent from 2005-2009, reaching \$68.62 billion by 2009, while traditional media advertising is expected to rise only 4.2 percent on a compound annual basis during the same period to \$192.28 billion.

Second, media planners are making more use of product placements now, in lieu of advertising insertions. Advertising insertions, like print ads or television commercials, are made separately from the content and are inserted into it. The ads are distinct from the articles or TV programs, not a part of them. As a result, the ads seem intrusive. In contrast, product placement (also called brand placement or branded entertainment) blends product information with the content itself. Whether content is a television program, movie, video game or other form of entertainment, product placement puts the brand message into the entertainment content. For example, in the movie *E.T.*, the extraterrestrial eats Reese's Pieces candy. The candy was authentically integrated into the movie and sales of Reese's Pieces soared 80% after the movie, catapulting the new product to mainstream status. On the other hand, inappropriate or excessive product placements may do more harm than good to the brand.

Finally, the role of media planners has expanded as media planners have moved beyond planned messages to take advantage of unplanned messages as well. Whereas planned messages are what advertisers initiate -- like an ad, press release or sales promotion -- unplanned messages are often initiated by people and organizations other than advertisers themselves. Word of mouth, both online and offline, is one form of unplanned message. Although advertisers have little direct control over the flow of unplanned messages, they can facilitate such a flow.

For example, advertising agency Crispin Porter + Bogusky (CP+B) created a viral marketing mascot, the Subservient Chicken, for Burger King to illustrate its slogan "Have It Your Way." Visitors to the www.subservientchicken.com site can ask the chicken to make a move, such as jump, dance or lay an egg. In the first two weeks after the site's launch, the Subservient Chicken story appeared on 63 broadcast segments, including five separate segments in television shows unplanned success. Within months, the

site had generated 426 million hits from 15 million unique visitors averaging six minutes per session. Many visitors learned about the site through word of mouth, both online and offline. More recently, specialized agencies have started to hire word of mouth agents to work for advertisers on a fee basis. Initial research suggests that many consumers react positively to this kind of word of mouth communication.

These new approaches have altered how media planning works in the advertising process. "Seven years ago media was the last five minutes of the presentation. Now it's reversed," said Rishad Tobaccowala of Publicis Groupe Media, whose fast-growing Starcom division helps clients buy and measure interactive, mobile, and gaming ads. Media planners are playing an increasingly important role in today's advertising industry because of the continuing proliferation of new media options and the increased complexity of media and audience research.

Innovations in Advertising media:

How is a media plan developed? Media planning is a four-step process which consists of 1) setting media objectives in light of marketing and advertising objectives, 2) developing a media strategy for implementing media objectives, 3) designing media tactics for realizing media strategy, and 4) proposing procedures for evaluating the effectiveness of the media plan.

Let's take a look at the planning process through an example: P&G's launch of the Gillette Fusion shaving system for men in early 2006. First, P&G's media objectives called for a \$200 million media blitz to reach men in the U.S. Second, P&G's strategy included a mix of national media to introduce the brands. For example, television advertising, such as a \$5 million Super Bowl ad campaign, portrayed Fusion as an advanced technology found in a secret government UFO lab. The TV ads also established the brand's signature orange and blue color scheme. In store aisles, 180,000 display units promoted Fusion, using the brand's colors to catch consumers' attention. "We're trying to put the product wherever men shop," said Pauline Munroe, marketing director for blades and razors in P&G's Gillette business unit. Third, P&G's media tactics -- such as a Father's Day sweepstakes, an episode of NBC's *The Apprentice* in which the show's teams competed to promote the razor, and sponsorship of competitive surfing -- helped the company reach men of all ages. "Fusion will get so much attention that it will drive a lot of men to try these

grooming products," said Gary Stibel of New England Consulting Group. Finally, P&G used sales and market share targets to assess the effectiveness of the media plan. P&G expects sales of Fusion to reach \$1 billion in sales by year three. P&G knows that the brand has already achieved 25% market share in the U.S. Thus, although \$200 million seems like a lot to spend on advertising a new product, it represents a sound financial investment toward the tremendous future profit that P&G will gain from the new shaving system.

Now, let's take a deeper look into the media planning process. Media planning, such as planning the marketing communications for the launch of the Fusion new shaving system, starts with setting media objectives. Media objectives usually consist of two key components: target audience and communication goals. The target audience component of the media objectives defines *who* is the intended target of the campaign. For example, P&G's target audience objective for its Fusion shaving system was men 18-40 years old. The communications

goals component of the media objectives defines *how many* of the audience the campaign intends to reach and how many times it will reach them. In short, media objectives are a series of statements that specify what exactly the media plan intends to accomplish. The objectives represent the most important goals of brand message dissemination, and they are the concrete steps to accomplish marketing objectives.

Conclusion

From the above paper it can be concluded that, there is lot of creativity in advertising message and copy writing. It is not limited to this level but lot of innovations is coming day by day. Few of the innovations like social media advertising, surrogate advertising, vehicular advertising, online advertising, mobile advertising has changed face of traditional media of advertising like print, outdoor etc. It should be noted that due to creativity and innovations in advertising, the effectiveness and impact of advertising is increased.