

A Study on the Recent Reforms of the Advertisement Industry

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ABSTRACT

Advertising has been the method of attraction of customers for the sale of a product or service since ages. Previously the advertising was used mainly to make the prospective customers aware about the existence of a product or service. But as the days have passed and people have moved towards the digital era there has been a complete revolution in the advertising field as well. The nature of advertising, the objective of advertising, the channel and mode of advertising all have changed a lot. As a result of these changes the whole meaning of advertising has transformed. From being a tool of marketing, it has evolved into a tool of expressing the emotion feeling or any mode of preaching a social message without having any motive of business at all. This paper tries to seek an insight into the evolution of advertising and its implication in the present days. This paper tries to find out how the advertisement industry has evolved and the reason behind this evolution. It also discusses the impact of such evolution in the future. By studying the various forms of advertisement it is clear that the advertisement industry has gone through an havoc transformation and it has gained a great momentum during the times of covid 19 pandemic. During the time of pandemic such change advertisement be it in the form of banner or advertisement in newspaper or television or social media have influenced lives of many and even in the post pandemic era such new advertisements are continuously having an impact on its viewers.

Keyword : Advertising, Transformation, Digitalization, Social Impact, Marketing tool.

I. INTRODUCTION

Advertising was there in ancient civilizations also. In ancient civilization like Egypt people used papyrus for

advertising their products and sales messages. Bronze plates were used in China. Wall painting, recitation of poetry or song was common means of advertising in Ancient Greece, Rome, in Parts of Asia, Africa and

South America. Before the printing technology was developed people used picture or signs to indicate their product from which the modern concept of trademark has evolved as majority of the customers were illiterate, people called town criers were appointed who used to declare the product specifications by shouting out loudly in open marketplaces. Then as the people started gaining knowledge came the use of sign board. As the print media developed and with it the advent of newspaper and magazine came a new era in advertising. To cover up the cost of printing advertising was used commonly in all the daily newspapers and with the evolution of lithography illustrations came into picture. With it the use of some catchy tag line became a common practice for many. As industrialization expanded advertising also increase dramatically. With the television tv ads and radio became very popular and convincing tool for promotion of products and services. As the advertising evolved so do the advertising agency also evolved whose only motive was to attract the attention of the customers and increase the sale of products. As the days passed and such advertising agencies grew in number to sustain the competition, use of various means like use of celebrity faces, discrimination of body color, use of catchy phrases to affect the feeling and emotion of the customers became a common practice. Some of the FMCG companies even started to capture children emotion in such a manner that children forced their parents to buy product of those particular companies. The situation became such worse that many advertisements were such that they had to be restricted or blacklisted for their impact on the society by the government. Due to the discrimination policies used by the advertising agencies sometimes social tension developed in various areas of the country and abroad. Then came the era of internet which opened new frontiers for advertisements and advertising media houses. Now with the change of individuals browsing interest there is a change in the

advertisements. The platforms like Facebook, Instagram Snapchat and Youtube have also led to more interactive advertising techniques.

II. LITERATURE REVIEW

Ranganatha(2014) did a study to see the status of corporate advertising in state of Karnataka. In the study it was found out that corporate advertising acts as a powerful tool for showcasing company's goal and objectives. To improve the present level of efficiency proper management should be done. Corporate advertising is a two way communication. From the survey it came out that the respondents of Karnataka State have access to traditional and modern communication media and they are aware of the positive and negative aspects of corporate advertising. Purohit and Rathi (2021) did a study to understand the impact of digital media advertising on buyer behavior. According to the results of the study the consumers of the Jodhpur city where the study was conducted has the knowledge about computer and internet and they can access and they favor internet shopping. The study also discussed about the advantages and disadvantages of internet shopping and internet shopping has become more popular due to its cost effectiveness.

Indu and Sengottuvelu (2016) conducted a study on children health drink advertising to understand the credibility and brand image of such advertising. The result of the study show that there is a significant relationship among ad credibility ad processing effect and communication effect. The study also offered a measurement structure for measuring ad processing effect and communication effect.

Geetanjali and Sharma (2014) inspected the impact of commercial advertising and its awareness. The study showed that people remember the different aspects of advertisements and most preferred medium of advertisement is television and then internet and other media. Celebrity endorsement help to create awareness among consumers but for daily products

the impact of celebrity endorsement is low. Repetition of ads affect the buying behavior. Consumers who buy durable and non durable products are motivated in advertisements.

Sharma and Paul (2019) tried to understand the influence of television commercials upon the viewers. The study revealed that earlier television advertisement gave more emphasis on quality merit and purpose but modern day advertising focus on concept. The trend of targeting customers have changed along with the change in demand. The study shows that different advertising appeals affect the target audience and this helps the advertisers to create clear vision based on demand. Social Awareness Advertising is emerging as a new segment and it attempts to bring a change in the behavior and attitude of the viewers.

Bansal and Dayal (2015) did a study on television commercial and social norms. This study concluded that television commercials play an important role in society and reflect the current social trends in society. To succeed in their objectives marketers have to be culturally sensitive. The study pointed out that advertisement not only play an important role in bringing a cultural change in present days but act as an agent of such change as well. It is the young urban professionals who are influenced by the cultural changes in a rapid way.

The motivation of the study

By seeing a transitional change in the advertising it is very interesting to note that what were the reasons that led to the change in the form of advertisement. There had been some recent advertisement campaigns mainly in the form of television advertisements which have infused a sense of responsibility in the younger generation and motivated them to work for the society which is really a commendable job. These aspects have not been discussed in detail and this particular study tries to put some light on these aspects.

Objectives of the study

This study tries to capture the present scenario of the advertisement industry along with its impact on the future advertisement. In particular the objectives of the study are as follows:

- 1) To understand the background and situation that led to the emergence of such new form of advertisement.
- 2) To discuss some of the advertisement in particular which has led to the positive image building of the people of the society.
- 3) To discuss the impact of such changes in the future advertisement.

Data Source and Methodology

This study is based upon secondary data collected from the various print media and social media. The advertisements have been studied in detail and analyzed to know their exact objective and understand what impact they want to create in the mind of their viewers or customers.

Advertising during the pre covid and post covid era

As the days passed and the barrier between the elite class and the middle class narrowed the advertisement agencies and the corporate houses began to understand that the advertisement is no longer about the celebrity faces and showing of glamour. They slowly started to endorse local people common men as the faces of their advertisement. From discriminating between the genders and class the advertisement of soap and facial cream companies were doing for last so many years they started advertising their product or services in such a manner that it aroused a feeling of equality among all. Skin care product, FMCG product selling companies were giving advertisements that will attract all irrespective of their gender or class. Companies like AMUL have always understood the impulse of the common mass and given advertisement on the contemporary issues on daily basis. Other product companies like BRU Tata Tea were also sometimes giving such advertisements that led to different feeling and influence on the

customers. But with the advent of Covid 19 pandemic as neither the government nor the companies had any clear cut ideas about how to tackle the unprecedented situation many advertisements came in which not only created a plethora of creativity in the field of advertisement but also helped in providing courage and mental support to the masses to combat the situation.

Lock down and Shift to digital Market

As the covid 19 pandemic triggered and lock down was declared all over the companies with their advertising agencies had no other option but to shift from traditional forms of advertising. Brands had no other option but turn towards social media and showcase their products. The ecommerce companies like Flipkart and Amazon especially in our country was struggling a lot specifically to convince the older generation to buy the product without having physical touch and verification. But with advent of Covid pandemic where physical distance and isolation were mandatory people from across ages had no other option left. Old companies and shops which had never went for any kind of advertisement were compelled to showcase their products in online platform like Facebook. Many jewelry shops and sarees shop started using live shows in platform like Facebook and Youtube to promote their products that to with their own employees it was a new move as no celebrity faces were shown which was a common practice till then. Every brand be it big or small started using the social media to its fullest possible extent. As more and more OTT platforms were evolving and people started taking subscriptions advertisement through web was a crucial aspect and many brand used this media coverage to increase their brand awareness.

Sanitization and Cleaning

In the FMCG sector which were selling products like disinfectants, soap and handwashes started claiming that their products were virus fighter and if it is used it will help to reduce spread of virus as they had anti

covid 19 therapeutic properties. The sanitization industry were quick to adapt the changes and started promoting their products which are able to kill 99.99 per cent germs. The Central Drugs Standard Control Organization (CDSCO) started a probe and found that in most of the cases it was a false claim as in such a short span of time scientific test to prove protection against a new virus like CORONA was not possible. Hand sanitizer were there ten years back also but in our country it was used by hardly a few. But during the pandemic the sale of alcohol based sanitizer showed an enormous growth in demand and brands like Savlon, Dettol Lifebuoy Godrej NO1 all started advertising of various forms to promote their Handwashes and Handsanitizer. The products were available in various shapes and sizes and the brands did not kept any stone unturned to increase their promotion. But in some cases the result was critical. Hindustan Unilever Ltd. (HUL) was served a show cause notice by The Central Drugs Standard Control Organization for its Lifebuoy brand hand sanitizer which in one of its advertisements claimed the use of the particular sanitizer improves immunity. But some of the advertisements in the pandemic era had a completely different outlook. Remarkable strategies was used which opened a new avenue in the field of advertisement. Many of the brands used various strategies to spread awareness regarding hygiene and safety. In some of the advertisements both in television commercials and digital ads the brands did not show any sales promotion for their product but gave only social messages for the community. In one of Lifebuoy advertisement it asked the consumers to use soap of any brands and even named some of the brands which were its competitors in order to prevent the spread of covid 19. It was a great move as most of the times it is seen that the companies are promoting greatness of their product over other competitors product but here the brand mentioned to its customers to use any brand and focused on major issue that is to fight the virus. In another advertisement by Savlon showcased an artist without

arms paints with her limbs and washes her limbs. Such advertisement had a great impact on the viewers creating a sense if she can wash all should wash.

Providing mental support and inspiration

Due to the sudden outbreak of the disease and series of lock down thousands of people either lost their job or faced salary cut and the small business and shop were on the verge of closure. It was a challenging time for the economy. People did not have enough money left to buy anything apart from necessity and the government did not have any plan to tackle the situation and save the economy from the gloom. In this juncture some of the advertisements were very much influencing and motivating for the common people to regain hope. One such advertisement was launched by Cadbury. The big brands could regain the business after the initial days of the pandemic had passed with robust advertising and large scale marketing but the small neighborhood stores did not have those opportunities. The famous advertising company Ogilvy crafted an advertisement for its client company Cadbury. In the advertisement famous Bollywood celebrity Mr. Shah Rukh Khan was seen promoting the local shops and with the use of advanced technology and machine learning the voice and face was modulated to take the local shop names and different version of the same ad with those local names were showcased as per the pincode of the viewer. This was such an innovative idea where the local small shop could circulate those advertisement in their own circle with their own shop name as if Mr. Shah Rukh Khan is himself advertising for them. This advertisement had the tag line of # Not Just a Cadbury AD and it was done to evoke generosity and awareness among the consumers so that they could buy from the local shop and their business could be regained back.

This year also Cadbury have launched an advertisement to support the hawkers and the people who do not have a permanent store. This initiative is done to empower those people who sit with variety of

product in any roadside footpath. This Ad has the theme of #Shop for Shopless. With the help of a seamless interface where the consumers by scanning the Cadbury celebration box will be able to know about their local hawkers and also promote or set up virtual shops for them. This advertisement is also done by Ogilvy who have joined hands with DeltaX for technology support and their aim is to create a tech platform which will connect local hawkers with the customers.

Social Message of Change

Another FMCG brand Dove launched an advertisement which became a campaign. The body shaming and skin color based discrimination has been part of the society and in times of marriage it becomes more discussed issue. Previously advertisement of products like cosmetic or soap were portraying such an image that if not so good looking customer especially women after using the particular product will become beautiful and get married but this advertisement in particular is completely opposite. Here real life incidents were used to across the country where women are judged by their prospective in laws on basis of skin color, nature of hair, height. These things always crush the self esteem and confidence of those women. The brand tried to change this definitions of beauty and launched a campaign to make beauty a positive experience for every woman with the tagline #StopTheBeautyTest.

Another ingenious advertisement was given by Facebook. This ad gave a message of hope in the time of lockdown when the entire economy was shattered and many people lost their jobs. This ad was prepared by TaprootDentsu where it was depicted that a large hearted young woman who had a small milk shop in spite of having no requirement of workers employed some workers of various fields who had lost their job and sell her own car to manage the salary of the extra people. This advertisement showed how people can be connected more with each other and support each other especially in the times of distress. This advertisement created an insight that if

small individual entrepreneurs can take such initiatives what big corporate houses can do to provide a helping hands to the thousands who lost their job due to covid.

The tea advertisements have always been special and as the days are passing these advertisements are depicting more and more stories of our society.Brands like BRU ,Nescafe Tata Tea always arouse an emotional base for its viewers apart from promoting their products.In one such advertisement Tata Tea's ad campaign depicts the spirit of the residents of Mumbai.People of Mumbai though are very professional and detached from society busy with work but they also have an compassion for the destitute and deprived they are also large hearted from inside.This strong spirit 'Kadak' is being showcased which is just like one of their tea flavor.This brand has taken a strategy to celebrate India's rich heritage and invoke the local pride among the local viewers by not only reflecting the true spirit of a region but also the unique characteristics of the people.For this they are releasing hyper local advertisement campaigns in specific stateskeeping in mind the background and charm of each of the states. Another innovative strategy was adopted by the cement company Ultra Tech.As all know home building is a costly affair once in a life time opportunity but most of the people does not have the requisite knowledge about the engineering part which once got disrupted will lead to huge irrecoverable damage.So the company came out with a campaign # Baat Ghar ki. Under this campaign expert engineers were involved who would guide the people who are planning to build a house in their land from the very beginning. Not only this local stars were made part of the program who would interview the people who were making houses and they were showed on advertisements so that others can learn from their experiences.This campaign phased out in various stages andwith the help of technology started providing answering queries of various consumers regarding homebuilding.It also provided various small

advertisement which are helpful for people who want to acquire knowledge regarding these matters.

Influence of advertisement strategies and aftermath
Advertisement has gone through metamorphosis over the ages .Sometimes the changes along with its innovation and creativity leave an deep influence on the future works, the same has happen for the advertisement sector.The creative advertisements in television commercial and digital platforms have unfold a newapproach .A very important change that has happened is the brands have redirected themselves from focusing on celebrity endorsement to showcasing the faces of common people.It started with little compulsion at times of covid when the companies business was not going well and they could not afford such big celebrities to endorse their product but in turn what happened was by seeing the faces of the common people the consumers could connect themselves with the advertisement. Another remarkable change that has happened is previous objective of advertising was to promote their own productdisplay the superiority of their product over the competitor's .But the advertisement in recent days are exhibiting a different angle all together.Advertisements are made without having any sale information or details of product or service.Like in case of Lifebuoy ads promotion are being done for competitors product as well .In the past such kind of action were unimaginable.The present days advertisements are such that they are always having a subtle motive to give a social message along with the promotion of the product.The viewers will experience an emotional attachment after seeing the advertisements .Social issues are being presented with a message of change, taglines are given that would be in the minds of the viewersfor a while.Immense use of technology and advanced tools are being used even for a minute advertisement .This shows how much effort are being made to prepare such ads.Overall such advertisements are giving an inspiration to the new advertisement makers and thinkers to rise above the sole purpose of selling

product and service and use the skill and knowledge of creativity that would lead to a social transformation.

III.CONCLUSION

Modification in any field is necessary to survive and sustain in the world.Sometimes such developments are under compulsion like unavailability of resources or environment and sometimes it is due to own innovation .Whatever the case may be if the result is virtuous it is praiseworthy. This has happened in the case of advertisement industry as well .Due to Covid many new products were launched and with it the advertising channels also changed .As people shifted from television and daily soap to web related platforms the advertisement also changed .Some advertisements were made in the form of short films to be showcased in the web platforms having longer duration and short version of the same were showcased in television commercials.Such opportunities helped in laying the foundation base for a complete switch in the advertisements. Many new ideas developed and it became a means for the creative minds to showcase their talents. The advertising agencies started employing these people it not only created job opportunities but also infused new habits and brought behavioral changes in the viewers. Use of modern technology in conjunction with innovative plan helped to bring out a variation in the sphere of promotion .It also became an good tool for portraying certain social issues and leave a social message on the society to ponder over later on .

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