

Role and Dimensions of Indian Advertising

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Most of the growth in Indian advertising happened after the Second World War. Excessive mechanized production and serious efforts to rebuild nations and economies were underway. Evolution and growth of the Indian advertising industry. The history of advertising in India is almost as old as the history of modern print media in the country. James Augustus Hickey, a British, published the first newspaper of India on January 29 1780, by the name Bengal Gazette or Calcutta General Advertiser. However, the title of the newspaper did not refer to advertising in its modern sense, though it carried a few advertisements in its first issue. Taking their models from the journals of London, these papers were full of classified advertising - simple messages typeset by the newspapers and 'classified' into different categories for reader's ease of reference and usually printed across the full front. It used the verb "to advertise" in its archaic sense of "to inform". Other newspapers published during the same decade also carried a few advertisements. During that time and afterwards i.e. in the nineteenth century most of the advertisers in India were British Business Houses, who were basically

traders of the goods produced in Great Britain. However, advertising agencies did not exist at that time⁷⁵. There were two kinds of major advertisers at that time. First were the retailers, the large stores like Spencer's, Army & Navy and White away & Laidlaw, who mainly catered to the British. The other types were the brand sellers, which were mainly the sellers of 'patent medicines' and 'food items' with secret recipe formulae

The Indian advertising industry has grown strongly over the decade of the nineties on the back of strong economic growth and deregulation. Advertising spending has grown approximately 3.8 times the GDP growth rate: It is expected that in the next few years, the advertising expenditure will grow at around two times the GDP growth, with Rs.122.7 billion of advertising spending in the fiscal year 2005, which is 0.47 per cent of the GDP. In Indian advertising. Two British advertising agencies, J Walter Thompson and D J Keymer laid the foundations of professional advertising in India in the early 1950s. J Walter Thompson is now HTA and DJ Keymer became Ogilvy & Mather. Major advertisers like Burmah Shell and Dunlop were more concerned with "aesthetic creativity" rather than the compulsion of selling. Even in the mid-1960s, advertising professionals had not heard of "positioning". Subroto Sengupta well-known personality in the field of advertising, a renowned teacher of marketing and an author, was one of the founder-directors of Clarion Advertising. Another agency that flourished was OBM of Mumbai. Some famous agencies like Ulka (now FCB Ulka), Frank Simoes Associates, Interpub, Marketing and Advertising Associates popularly known as MAA (MAA Bozell), daCunha Associates and Mass Communication and Marketing (popularly known as MCM) were founded in this decade. MCM later became the most successful of these and is even said to have set high standards in creativity and human resource compensations.

Indians started Dattaram, Sista's and National in Mumbai and Tom and Bay in Pune. To start with, these agencies were only space buyers. Kersey Katrak, an exceptionally talented advertising professional, helped in Nurturing many talents that including Aran Nanda, Mohammad Khan and Ravi Gupta in the mid1960s. Other important names in Indian advertising include K Kurian, Sylvie da Cunha, Josephine Tuor, Bobby Kooka, Subhash Ghosal, and others. The major trend of the 1970s was a professional approach and consolidation. Some major multinational advertisers operating in India had indeed changed agencies in keeping with the norms dictated by their parent companies. For example, when Lufthansa decided to shift from McCann-Erickson to Dentsu, Young & Rubicam (DY&R) globally, the airline's Indian business went to DY&R affiliate Rediffusion Advertising. Similarly, RK Swamy/BBDO acquired the Visa International and Delta Airlines accounts on the basis of their transnational affiliations. However, transnational affiliations may not always be the determining criterion in an advertiser's selection of an advertising agency, as shown by the case of Pepsi-Cola Co. In view of Pepsi's longstanding relationship with BBDO in the United States, when Pepsi was

launched in India the account was expected to go to R K Swamy/BBDO. Instead, Pepsi elected to place its advertising in India with HTA. In the late 1990s, even medium-sized advertising agencies started going in for affiliations or mergers as the market started becoming highly competitive and the economy underwent a recession. Some agencies started differentiating themselves on the basis of their market expertise. Advertising in the seventies was also spurred by the opening of new media. AIR (All India Radio) finally started accepting ads and sponsored programmes in its Vividh Bharati channel. Doordarshan opened up another option. This was primitive at first since all that was possible was to broadcast a single static slide with a voice-over. Advertisers and advertising agencies innovated with several slides dissolving into each other, till finally, Doordarshan started accepting commercials with moving films. Photographic reproduction technology in publications, with colour in magazines, became widely available, prompting a boom in ads with photographs. During the 1980s, the economy showed significant improvements and advertising agencies flourished. Ads in the pre-independence period in India were mainly addressed to the affluent class. These ads were generally for tea, gramophones, cars, hotels and restaurants, cotton goods, etc. After Independence, when the Princely States and Zamindari system were abolished, a new middle class emerged. With this significantly changed social, cultural and economic scenario, advertisers started paying attention to the middle class. The advertising club of Mumbai celebrated its silver jubilee in March 1980 and there was a workshop on the twenty-five years of Indian advertising. There are now advertising clubs in all metropolitan cities and more than 500 advertising agencies. The names of their respective bodies are-

- The Indian Society of Advertisers
- The Advertising Agencies Association of India (AAAI)
- The Indian Newspaper Society (INS)

Indian advertising has taken a rapid stride and is becoming more professional by the day. The comment of former Chief Executive of Hindustan Thompson Associates, Mr Ghosal, about Indian advertising is interesting. He said, "Advertising is essential. Unless a product sells the investment made in the project is rendered infructuous. But the trouble with Indian advertising is that it is not rooted in our ethos. It is westernized, partly because most of our advertising is aimed at the urban consumer. But there should be a mix so that advertising can sell and yet retain the Indian flavour". Indian advertising in the last couple of decades has made much progress in terms of technical excellence, copy and graphics. However, progress in the area of relating to the consumer is slow. There is a definite trend, both in audio-visual and print ads, to use appeals that are compatible with Indian culture.

Indian Advertising in the 21st Century:- The past decade has witnessed a remarkable impact on advertising due to the rapid strides in technology. In the coming decades, there will be much greater consumer involvement and control and some degree of two-way communication. More and more global players will increasingly adjust their strategies to a local market, country-based or region-based and advertising will increasingly acquire a local colour. In this regard, we are already witnessing some interesting advertising campaigns by Coca-Cola, Pepsi, Vodafone, Idea etc. Further progress in artificial intelligence will add a totally new dimension to advertising and its planning. There will be major career opportunities for talented people in the electronic media. There will be a number of challenges unique to the coming generation and with these challenges, there will be opportunities, responsibilities and rewards that advertisers of the past could not have imagined. Advertising is the most visible marketing tool which seeks to transmit an effective message from the marketer to a group of individuals. The marketer pays for sponsoring the advertisement activity. Advertising, unlike salesmanship which interacts with a buyer face-to-face, is non-personal. It is directed at a mass audience; and not at an individual, as in personal selling. The ultimate aim of advertising is to make the target audience favourably inclined towards the product or service. In that sense, Advertising is not '40' pays for sponsoring the advertisement activity. Advertising, unlike salesmanship which interacts with a buyer face-to-face, is non-personal. It is directed at a mass audience; and not at an individual, as in personal selling. The ultimate aim of advertising is to make the target audience favourably inclined towards the product or service. In that sense, Advertising is not ordinary communication but marketing communication. Since it is received by a large number of people, through the mass media it is called 'mass communication'.

- Who buys the product?
- When do customers buy?
- What do they buy?
- How do they buy and how do they use these products.

After gauging the opportunity and carrying out the market analysis, objectives have to be set. Whenever we talk of objectives we have to decide whether it is to communicate the benefits of the products, whether it is awareness advertising, repetitive advertising or advertising for boosting sales. The message has to be creative. It should hold the interest of the audience. We can understand the objectives of many ads.

- Utterly Butterly Delicious

- Hamara Bajaj
- The Taste of India
- Yeh Dil Mange More.
- Thanda Matlab Coca Cola.
- Magie 2 minute Noodles. The ad is directed both at the mother for the case of preparation and the children for the excitement and taste.

The creation of a Message is also a part of the campaign. A creative message is more effective than an ordinary message. While the purpose of the message is to communicate information, it is also a source of entertainment, motivation, fascination, fantasy and creativity. The dramatization of the ad is very important and is exclusive to advertising. Creativity brings the message to life. Creativity is the ability to generate fresh, unique and appropriate ideas. It should be relevant to the target audience media environment in India is very democratic and competitive. Till the early eighties, the environment was dominated by the press media. In 1982 Asian Games, held in New Delhi, provided the impetus for innovative programmes and national broadcasts. It also prompted the introduction of colour television in the wake of a national debate about the need for such luxury³⁵. The media in India can be broadly categorized into four categories print, audio-visual (radio and television), interactive (Internet), and outdoors. The growth rate of various advertising media in India and table 1.6(b) gives the share of advertising revenue by various media.

The Internet is the hottest phenomenon of the decade. Dotcoms as the Internet companies are popularly known have lured away some of the best talents from the advertising industry. This also proved a blessing in disguise. The advertising industry itself was too slow to adapt to this new medium. And after the dot-com boom got over all these advertising professionals who left the ad industry in favour of dotcoms, wanted to join back. In the process, the ad industry now has professionals who understand the Internet medium. A few agencies even spun off separate divisions for providing services on communication using the Internet.

Internet in India became popular only in the mid-1990s. Before that, it existed in India but was used only for scientific and defence purposes, mainly by ISRO, DRDO etc. The commercialization of the Internet started happening with the launch of Pentium Chip by Intel in 1994-95. The most basic requirement for using the Internet is a PC, a telephone connection the telephone wire is used as the basic connecting infrastructure and a modem that facilitates the transfer of data through telephone cables. Apart from this, a user needs to hire the services of an Internet Service Provider (ISP), to be able to access the World Wide Web. The ISPs charge a fee on an hourly basis to provide this service to their subscribers. Initially

it was used more as a medium of communication, and it is only recently that it is gaining popularity for commercial transactions The Internet has become a proven medium for advertising and has become an available alternative to traditional media such as television and billboards. Of interest is the continuing and steady rise of online traffic well after the subsiding of enthusiasm associated with the dot-com craze. The online environment has established itself as a unique venue for commerce that has high growth potential. Mobile advertising is becoming a hot topic as wireless networking continues to develop and the number of mobile subscribers is increasing worldwide. Thus mobile phone opens up a new dimension for the marketer to build strong customer relationships by providing the customers with their desired information through mobile phones at any place any time.

Conclusion;

Effective advertising has to be planned and implemented in a logical manner.

The Indian Constitution, one of the world's longest, has several provisions that have a bearing on the freedom of the mass media. The most important of these is Article 19 which states citizens shall have the right to freedom of speech and expression." This right is qualified by Article 19 (2), which provides that the state can impose reasonable restrictions on its exercise of the interests of the sovereignty and integrity of India, the security of the State, friendly relations with foreign States, public order, decency or morality, or in relation to contempt of court, defamation or incitement to an offence." Although the press or mass media are not specifically mentioned in Article 19(1)(a), various judicial decisions have affirmed that this constitutional provision is wide enough to include freedom of the press and, implicitly, the freedom of other, other mass media.

The academic study of Indian Advertising started in the 20th century, conception of Indian Advertising has been further promoted by the widespread construction of the Indian Market, a critical comparative analysis of the concepts of Indian Advertising with their interpretations and applications by Designers and Visualizers with descriptions of their characteristics, especially auspicious and inauspicious marks. These descriptions in particular emphasise the importance of fundamental concepts in Advertising such as measurement, proportion and colours.

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