



Advertising in India: Future projections & challenges of the future

KEYWORDS

Creativity , 12 decades , industry , glorious future

Kashyap Parikh

Department of Applied Arts, Faculty of Fine arts, The M. S. University of Baroda

ABSTRACT *There have been several events, changes, developments that occurred in India over last 10-12 decades. These have indicated that there are bright prospects for advertising in India. But still number of difficulties has been faced. This is followed by a discussion on whether advertising can be profession in India. There is a definite trend in that direction and professionalisation of advertising seems to be inevitable. With the growing professionalization, we can look forward to a glorious future. The future of advertising in India is very bright since India is one of the fastest growing markets in the world due to the size of its population and its increasing prosperity.*

The Indian advertising industry is talking business today. It has evolved from being a small-scale business to a full-fledged industry. It has emerged as one of the major industries and tertiary sectors and has broadened its horizons be it the creative aspect, the capital employed or the number of personnel involved. Indian advertising industry in very little time has carved a niche for itself and placed itself on the global map.

An Indian advertising industry with an estimated value of 13,200 - crore in 2012 has made jaws drop and set eyeballs gazing with some astonishing pieces of work that it has given in the recent past. The creative minds that the Indian advertising industry incorporates have come up with some mind-boggling concepts and work that can be termed masterpieces in the field of advertising.

India is being primarily a village economy did not have any scope of growth, till the British came to the country. However the earliest forms of advertising have been traced to the Buddhists many centuries ago. Later Emperor Ashok set up the rock and pillar edicts all over the country to communicate the teachings of Buddha. During the British rule, goods in huge quantities were dumped in India resulting in the Indian artisans being thrown out of employment. Out of the benefits of British rule, the most vital was the introduction of the Printing Press, which has been a foster mother of advertising.

Advertising in India began a small way with the advertisements of a few imported luxury goods. The Bengal Gazette, the first Indian newspaper, was started in Kolkata in 1780. By 1786 there were four weekly newspapers and monthly magazines published in Kolkata and The Bengal Journal carried government advertisements free of charge. In 1790, The Courier was published in Mumbai and unlike the modern newspapers it carried advertisements in Marathi, Gujarati, Konkani, Urdu and Kannada. However, the potential of the newspaper as a medium of advertising was not fully recognized.

At the beginning of the twentieth century, commercial advertising was still in its infancy. Advertising agencies existed in the form of 'space-sellers'. The first advertising agency was started in 1907 in Mumbai; the other was launched in 1909. These agencies mainly secured advertisements and got them published in the newspapers. However it was in 1931, that the first full fledged Indian advertising agency was launched followed by others. In 1939, the Indian and Eastern Newspaper Society, (the I.E.N.S.) was founded, to protect and promote the interests of the newspapers. The Advertising Agencies Association of India (the AAAI) was formed in 1945, to raise the standard of advertising and to regularize its practice among its members. The Indian Society of Advertis-

ers (the ISA) was formed in 1952 to promote the interest of the advertisers and to raise the standards of advertising. The Audit Bureau of Circulations (the ABC) was formed in 1948. Today almost all important publications are members of the ABC. The Advertising Club, Bombay was registered in 1962.

The growth of advertising in India has been parallel to the growth in industrial and economic development of the nation. It is only in the last twenty-three years that both agricultural and industrial development is taking place and there is an increase in the per capita income with a corresponding increase in the purchasing power of the people. Indian advertising when compared to its counterparts in the west shows that it has not yet reached its full potential growth. Advertising in India is almost eighty-ninety years old as compared to that in the west which is almost two hundred years old. However, advertising is a growing profession in India and conscious efforts are being made to develop it fully.

Future projections: Advertising in India has achieved a level of sophistication and maturity in the last two decades which is indeed incredible, considering the enormous complexity and heterogeneous nature of the Indian market. India has one of the fastest growing markets in the world due to the size of its population and its increasing prosperity. The 21st century has brought many dramatic changes in the field of advertising.

Global Concept: The force that will have the greatest effect on the future of advertising is consolidation. We are, at this moment in the midst of an enormous process of consolidation among marketing companies, advertising agencies and the media. This will have a tremendous impact on advertising in India. It will mean more variables and more creativity as well as price competition and global package deals for global markets. For multinational marketers this will mean package deals that cut across various forms of broadcast and print. The future world of advertising will have more and more giants dealing with giants, and advertising agencies will be forming buying partnership. Companies would still rely upon advertising to improve their competitive positions. Advertising as a career would be very attractive indeed for enterprising young people.

The future of advertising in India can be studied effectively by understanding the role of advertising in the following fields:

1. Creativity: Advertising in order to be effective will have to be distinctive-which necessarily means it will have to be based on strong creative ideas. At the end of the day CREATIVITY will set apart one campaign from another-creativity in the fundamental advertising idea, creativity in the actual execution of the advertising, creativity in

- media selection. The essence of creativity is to add one and one and come up with 11 – not just Just as it does not come cheaply today, creativity will not come cheaply in coming years. With increasing competition creativity will get a premium.
2. Consumers: The future will see consumers' expectations going up-consumer will ask for better value for money, by way of information, better response from manufacturers. Consumer awareness will be heightened. Companies which are responsive to the consumer and are willing to invest more in terms of money effort and time, will reap the pay off in the long run.
 3. Marketing: Advertising is a serious marketing input. Marketing a product is expensive and difficult, especially for small scale industries. More and more people will look at marketing companies to help market their products. In the coming years 'market research' is going to play a key role in most of the companies. Rural marketing is the wave of future clients and agencies will have to invest in developing rural media.
 4. Media: Media will change very dramatically in coming years. It will be just as dynamic, exciting and creative as advertising itself. A number of factors such as economic, social, technological and government intervention will be responsible for the change. Media planning and buying will assume greater importance in an environment media rate continue to increase and large sums are being spent on advertising.
 5. Government policy: Advertising will be one of the top growth industries in the coming years, if the government continues its policy of liberalization. Media, almost everywhere, will be freed from government restrictions.
 6. Advertising as a Business: Advertising in coming years will continue to be wonderful business for young people to go into. It will be business that continues to give them an opportunities very difficult find elsewhere. A business in which even most junior person can have an idea that will surface at the top of his company. A business that asks its employees to be innovative, resourceful and creative.

Future Challenges: The major challenge of the future is likely to be the ability to meet competitive threats from a variety of competitors; from small scale to multinationals. The need to offer the consumer a better choice than the competition and yet make a profit will be the basis of all marketing challenges. Market conditions will continue to be more competitive and manufacturers will have to place greater emphasis on quality. Clients are going to demand effectiveness of advertising and most cost effective advertising.

Products and messages will have to be targeted in more precise ways. The degree to which advertising is successful will be the criterion by which value will be ultimately judged. Giant agencies will have to be extra cautious for their campaigns will not be judged as the great campaigns because they win awards – but will be judged on the basis of they are able to produce results. Emphasis by advertising companies should be more on building their clients' business so that if he grows, they grow too. There is plenty of scope for expansion. Clients will demand new services in coming years. Human resources have been a perennial problem in advertising. There is not going to be much place for the one man show. There will have to be stars in every discipline of advertising. Ad agencies will have to pay more emphasis on training and development. The one sure place a company will be able to sustain the added value will be in its brands and not products. Advertising in the single most reliable force in the creation and maintenance of brands.

Despite the enormous challenges ahead the world of advertising will be filled with young people with great minds, energy, creativity, and spirit of adventure in the hearts.

INDUSTRY PERSPECTIVES

Most prominent changes we'll see in the next 10 years:

Graham Fink, Creative Director, M&C Saatchi: "The future of advertising is an exciting world. Mainly because of the uncertainty and fear surrounding new media and technological advances I translate that as a wonderful opportunity."

Nigel Clifton, Creative Director, EHS Brann: "The future of advertising is destined to be more personal and more direct communication. With the media channels in our hands – like iPods, XDA's and souped-up mobile phones, advertising will head in two directions. There'll be bigger, grander, more entertaining and content-driven campaigns that embrace every channel and connect with everybody. And there'll be more discrete, personal, direct communication driven data and understanding of each and every one of us and the way we interact with companies and products.

Conclusions: There have been several events, changes, developments that occurred in India over last 100-150 years. These have indicated that there are bright prospects for advertising. But still the number of difficulties have been faced. These have been enumerated. Practical measures to bring about a congenial atmosphere, have been suggested. This is followed by a discussion on whether advertising can be regarded as a profession. There is a definite trend in that direction and professionalization of advertising seems to be inevitable. With the growing professionalization, we can look forward to a glorious future.

REFERENCES

1. DR. REGE, G. M. (1972, 1984). ADVERTISING ART & IDEAS, (pp. 1-12). MUMBAI, ASHUTOSH PRAKASHAN PUBLICATION. | 2. CAROLINE B., KEN B., MAHON N. (2006). THE FUNDAMENTALS OF CREATIVE ADVERTISING, (pp. 166-167). SWITZERLAND, AVA PUBLISHING SA. | 3. DR. DANI, L. M., MRS SHAHANI I., (1990). ADVERTISING, MUMBAI, MANAN PRAKASHAN PUBLICATION. | 4. WWW.EXCHAN4MEDIA.COM | 5. SARKAR, N. N., (2011). ART AND PRINT PRODUCTION, (pp. 307-308). NEW DELHI, OXFORD UNIVERSITY PRESS.