



Advertisements on Passenger Cars - An Innovative Idea for Outdoor Advertising

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ABSTRACT

This paper is an attempt to express an innovative idea for the Outdoor Advertising Industry, by using passenger cars on Indian roads. Advertising on cars is highly different theme than advertising of cars. Presently there are 8 million cars on Indian roads. India is one among the top four car economies with other rivals-US, Japan and China. Here in this article the author would like to minimize the Advertising cost to the companies and to create annual revenue to the Car owners. Making advertisements on cars will lead to maximum market coverage of ads at various places in terms of economy and effective way. The Indian car market has shown a spectacular growth over the past few years at more than 22% per annum and is expected to grow at 11% per annum over next decade. The growth in car market is mainly driven by the ease of available finance and growth in raising salaries of the employees and the drastic downfall of car prices.

Keywords :

Introduction

"Necessity is the mother of invention" So goes the adage. In the struggle for existence, it is a fight or flight syndrome which is seen in today's cut-throat marketing era. Innovative thinking unique ideas and fresh promotional strategy-all through light on one's vision and innovation toward marketing and advertising of the products in the modern methods. The father of Modern Management Peter F Drucker has rightly pointed out that Automobile Industry is the Industry of Industries, because automobile industry is the combination or assembly of many industries. Automobile industry comprises of transportation, transportation is the engine of economic growth of any country. As the car industry is the most vibrant industry in the automobile industry which is acting as the wheel of growth of Indian economy, it is right time to think of an innovative idea for the Outdoor Advertising Industry, by using passenger cars on Indian roads. Presently there are 8 million cars on Indian roads. India is one among the top four car economies with other rivals-US, Japan and China. Here in this article the author would like to minimize the Advertising cost to the companies and to create annual revenue to the Car owners.

Making advertisements on cars will lead to maximum market coverage of ads at various places in terms of economy and effective way. Though car advertising is not famous now, but the potentiality of car market makes car advertising a cheaper and effective medium of mass publicity for the products and services offered.

Emerging Car Industry in India

Although the automotive industry in India is nearly six decades old, until 1982, there were only three manufacturers—M/s Hindustan Motors, M/s Premier Automobiles and M/s. Standard Motors tenanted the motorcar sector. Owing to low volumes, it perpetuated obsolete technologies and was out of sync with the world industry. In 1982, Maruti Udyog Limited (MUL) came up as a Government initiative in collaboration with Suzuki of Japan to produce contemporary models. Since the lifting of licensing in 1993, 17 new ventures have come up, of which 16 are for manufacture of cars.

Since the opening of economy, the automobile sector in India has been playing a vital role in adoption of advanced technology. Industrial majors in the automobile sector, which started operations in India immediately after liberalization, consoli-

dated their position. Today, India is one among the top four emerging car economies-US, Japan and China- in the World. Though currently India is lagging behind these countries, the trillion-dollar economy has the immense potential to outgrow others in the near future.

The launch of "Maruti 800" in December, 1982, the Indian car market has come a long way from stagnant sales of about 35000 cars a year between 1977 and 1982 to about 150,000 in the year 1991 and 1,078,408 cars in the financial year 2006-07, showing an impressive CAGR OF 22.01% Post-Liberalization¹. It is further expected to grow at 11 to 14%² over the next decade making it third largest car market in Asia. Though this growth looks impressive, it still has a long way to go when compared to the other three top markets. The current market size of cars in India at 1.07 million is very small compared with 17 million cars in the US, 5.5 Million in Japan and 5 million in China³.

The total number of cars on the Indian roads is approximately 8 million compared to 203 million in the US, 60-62 million in Japan and 19 Million in China. At present in India at only about 7 cars for every 1000 person- This is very low when compared to other emerging and developed markets⁴.

All this provides a great future for Indian car industry and with India poised to become fifth top economy in the world by 2025 and third by 2050⁵ the growth in the car industry is unquestionable. The future growth in passenger car market will be driven by higher GDP growth, improved road infrastructure with golden quadrilateral, corridors and express ways, improved urban infrastructure, increased disposable income, easy finance, replacing of aging four wheelers, graduation from two wheeler to four wheeler, and growing concept of second car in urban area. It is expected to grow at 11% for passenger cars and 6% for MUVs over the next decade making India among top five car markets in the world⁶.

Advertising

Advertising has been around for millennia. For thousands of years, people used advertising to promote two things, viz., locations and services. In the late 18th century, the American navy advertised for brave seamen ready to serve their country. Shopkeepers and cobblers used signs to display their services. But true product advertising, started with industri-

al revolution. Mass production meant greater availability of products. Advertising is dynamic; hence finding an innovative way of advertising is the need of the hour.

What is Advertising on Cars

Advertising on Cars is one of the types of communication that reaches broad groups of consumers. The advertising on cars focuses on communicating products and services in an efficient, effective and economic way. It is a mass communication strategy which could be used by the different marketers to market their products and services. Advertising on cars means usage of cars as an advertising media, which carry advertisements of different companies on rental basis. Here the whole outer parts of a car except front and back glass is used as advertising space; in turn this space is sold to the different advertising companies.

Why Advertising on Cars

Ask any development oriented and economic concentrated advertiser he definitely opts for advertising on cars is the cheapest and powerful medium of mass communications.

The second reason for advertising is Economic growth which requires more advertisements to develop the community.

The number of Cars is increasing every year. India is the 4th largest car market in the globe.

Rising salaries is another reason for the people to go more number of cars; in turn advertising is also essential.

Explosion in growth opportunities is another reason for increase in advertising on cars. While the requirement for the industries to advertise is increasing as the Banking, Insurance, telecom, retail, Manufacturing, Media and entertainment and other things are in a march towards the growth.

The emerging, concept of advertising on Cars plays a vital role in a company's communication strategy.

Advertising on Cars

Car Advertising is more powerful and accessible medium of advertisements. Car advertising is more accessible to the illiterate and semi-literate consumer segments; but at the same time it is dependent on their having notice on the cars which are always roaming on the roads. Car advertising creates awareness among the all sort of consumer groups such as women and children, adults and teens, married and single. An advertisement painted on car must be clear and understandable even to the illiterates to make the maximum reach of the advertisements. As the cars are moving in nature the advertising message can be transmitted to any place. The cost of the advertising is very less, the advertising company can fix the advertising rent to the consumers life time advertisements, Because car owners will not go for frequent change of colors that's why the advertising companies can go on a life time agreement with the car owners. The advertising companies can also find a insurance company which can insure their ad-

vertisements on the car, if the car advertisements are vanishing they can claim insurance which occurs due to accidents.

Car advertising has an enormous emotional power over the viewers, combining as it does visual and auditory images showing the product or print of the advertisement. The car advertising has many advantages over the other means of mass publicity; the paper can be read at any convenient time. Having read it, one can pass it on to a friend and discuss with him the publication of the most interesting bits of news.

The Car advertising is iterative in nature. It revolves the mind of the viewer whenever the viewer sees the advertisement on the car; hence the impact of car advertising is more powerful in the eyes and minds of the consumers.

Car advertisement only need not be print or mere paint, but it can also be used some modern Information and communication tools to display the advertisements. The technical channels of mass advertising are highly specific; therefore, a corporate advertiser's message prepared for one of their products need not be suitable for other products and advertisements. The print media, which includes press media (Newspapers, Magazines, books, pamphlets, leaflets, wall calendars and desktop calendars with product-related information, etc.) is most important means of business publicity.

Principles of advertising on Cars

1. Car advertising is always voluntary option of the owners.
2. The benefit should be mutual.
3. Car advertising is targeted on passenger cars.
4. The prerequisites for advertising on cars are imagination, time and energy, and innovations.
5. The advertising on cars should not think of the benefits to the company alone they should also think of the benefits both to the company as well as car owners.
6. Success of any business is measured only on revenues not on sales.
7. Advertising agencies should not compel the car owners who were not interested
8. Advertising on Cars Influences on Consumer's Mind

Functions of Advertising on Cars

Advertising on Cars performs four basic functions

1. Creates awareness.
2. Provides product and brand information.
3. Provides incentives to take action
4. Provides reminders and reinforcement.

Conclusion

The Innovative Idea of advertising on cars is a boon to the Indian Industries as well as the owners of the cars. If the owners are coming forward to advertise on their cars, definitely they can gain some revenue that increases GDP of our nation.

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