



Advertising Strategy

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ABSTRACT

The topic of interest here is learning more about this interesting subject which has emerged as a strong component in the global marketing environment. To prove this fact we will be taking the fast moving consumer goods industry in to consideration and try to understand their TV advertising strategies for overcoming their arch rivals and in the bargain earning profits for themselves. There are many FMCG companies who want a huge market share which is possible only through attracting the consumer and inducing them to buy. There are so many product are being produced every day with new and innovative ideas. But how do the people know about this. It is only possible through advertising. Merely advertisement will not bring any changes in the mind of the consumer where as new ad tech and ad strategy helps out in building a strong memorable and belief in the mind of consumer. The various ad strategy, 5 M, DAGMAR were used for FMCG ad with examples

Keywords: Advertising approaches, advertising strategy, Advertisement Techniques, FMCG

INTRODUCTION



One can always learn from the changes that are happening around him globally and locally. The world in which we are surviving today is full of cut-throat competition and "survival of the fittest". The companies have learnt and understood that the "consumer is the king of the market" which has changed from the earlier perception that "consumer will accept whatever he is given", this change in mindset has led to the opening up of the fourth and very important "P" in the marketing mix called promotion. Companies have to always stay one-up on their competitors and their promotional strategies helps them in doing that efficiently. Promotion being a vast topic encompasses many terms and the most important of them being "ADVERTISING",

An advertising strategy is a plan to reach and persuade a customer to buy a product or a service. The basic elements of the plan are 1) the product itself and its advantages, 2) the customer and his or her characteristics, 3) the relative advantages of alternative routes whereby the customer can be informed of the product, and 4) the apt message to be conveyed. In effect this means that aims must be clear, the environment must be understood, the means must be ranked, and choices must be made based on available resources. Effective product assessment, market definition, media analysis, and message in an optimum plan—never the perfect plan because resources are always limited.

DEVELOPING THE STRATEGY

FMCG CO:	HUL
PRODUCT:	SOAP
BRAND:	LUX

PRODUCT POSITIONING



Unilever Ltd obtained a good position in the buyers' mind through better product attributes, price and quality, offering the product in a different way than the competitors do. The company offers improved quality of products in the industry at an affordable price with high branding, which ultimately helps to position the product in the buyers' mind as the best quality beauty soap.

The market share of the company in the beauty soap industry is somewhere around 43%. Since in the beauty soap industry all products are of same price Unilever cannot provide its consumers with better price but it is in a great position in reference with its packaging, fragrances and product designing.

TARGET MARKET

Urban and sub urban middle class, and rural poor people are the largest part of India population. Urban rich people are more likely to buy imported and expensive products. Moreover rural poor people tend to buy cheap products even without evaluating its quality. However urban and sub urban upper middle and middle class people tend to buy affordable and quality products.

LUX is not a highly expensive but an affordable product. That is why the company targets urban and sub urban upper middle and middle class people who are the second highest population of segment of the country.

MEDIA

To hold attention and attract the consumer about the Lux soap TV is the best media.

MESSAGE

The music and song for Lux ad has been attracted that caught in the mind of consumer. The message communicated to consumer made them to buy. The celebrities like Aish, Asin made

the women to keep faith on this brand.

Lux stands for the promise of beauty and glamour as one of India's most trusted personal care brands. Lux Strawberry & Cream and Lux Peach and Cream now with unique fragranced moisturizing oils that will wrap body with a creamier lather and an alluring fragrance, leaving the skin noticeably softer and perfumed, like never before! The latest addition in the Lux kitty is the all new Lux Purple Lotus and Cream for fragrant soft skin and Lux sandal & Cream for naturally radiant and admired skin, with milk cream, ubtan extracts. Not to forget Lux International this has Swiss Moisturizers in it.

FMCG GROWTH

FMCG is the 4th largest sector in the Indian economy. It has grown consistently over the last 3-4 years, including the last 12 months of economic slowdown. India's FMCG sector is fragmented and a substantial part of the market comprises of unbranded and unpackaged products. Industry estimates put the sector at USD 25 billion (Rs 120,000 crore) at retail sales, in 2008. Based on current trends, growth is projected at 10-12% for the next 10 years; reaching an industry size of USD 43 billion (Rs 206,000 crore) by 2013 and USD 74 billion (Rs 355,000 crore) by 2018. Implementation of the Goods and Services Tax (GST) and opening up of Foreign Direct Investment (FDI) in retail can accelerate this growth.

India-Major Rural Population, A favorable market for FMCG...

In India, the major population is mainly accounted by the rural population, rural population accounts for more than 740 Million consumers or 62% of the Indian population and accounts for 50% of the total FMCG market. In which, working rural population is approximately 400 Million and an average citizen in rural India has less than half of the purchasing power as compared to his urban counterpart. So FMCG Companies have the scope to capture this untapped market and most of the FMCG Companies are taking different steps to garner rural market share. The market for FMCG products in rural India is estimated about 52% and is projected to touch about 60% within a year.

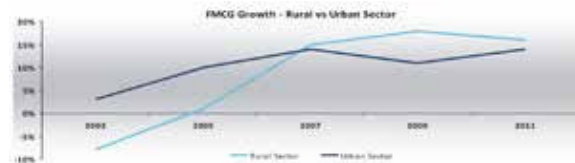


Chart 1 About here

The above mentioned can be explained by the diagram given below

The 5Ms of Advertising Checklist for planning of a marketing or advertising campaign.	
Mission	What are the objectives? What is the key objective?
Money	How much is it worth to reach my objectives? How much can be spent?
Message	What message should be sent? Is the message clear and easily understood?
Media	What media vehicles are available? What media vehicles should be used?
Measurement	How should the results be measured? How should the results be evaluated and followed up?

Table 1 About here

5M'S OF AD WITH RESPECT TO HORLICKS, BOOST, AND COMPLAN



Picture 3 About here

MISSION

Long back there was a decrease in the direct consumption of milk because of Milk took a back seat when compared to soft drinks when it came to kids Children didn't like the taste of milk. They took milk as medicine Thus the mission of the ad agency was to make aware the consumers about the benefits of health drink for youngsters as well as elderly people. Their mission was to create a communication plan that health drink was not a "boring conservative drink" but a "youthful, exciting and nutritional, exciting energy drink.

Taking the above opportunity the FMCG like Glaxo Smithkline consumer healthcare and Heinz food drink Company took advantage and produced energy drink like Horlicks, Boost and Complan respectively which brought huge profit and market share.

MONEY

Almost all the health drinks has attended the growth stage in product life cycle. Market share for Horlicks and Boost were 75 % and for Complan constitute 40 %.Horlicks, the Rs. 1,500crore brand, will spend roughly Rs. 350 crore within the next 12 months on aggressive marketing and promotion.

MESSAGE

The writers hit upon the idea of using word for Horlicks i.e. "Epang Opang Japang" in the form of a musical note. This means all the fruits and vegetables are in one drink which was highly remembered by the consumers and was also in the top of mind when they were asked to comment on energy drink

"Boost is the secret of winning energy" was a great memorable wording for boost. The cricket players like Sachin, Shewag made the kids to believe that this energy drink was really an energetic one by acting like bating very forcefully.

For Complan, the children remember the words I'm a Complan boy or I'm a complain girl. That line of words had a great impact in the mind of children.

Health was chosen as the platform, along with a supporting claim for taste. People who were healthy and energetic were concerned about the long-term prospects of their health. Thus 'Health' Was related to maintenance of good health Was applicable to all members of the family Was characterized by lively energetic people

MEDIA

Television was chosen as the primary media because of its popularity and the fact that an audio visual medium lends itself to demonstration of 'high energy', 'fun' and 'youthfulness' more vividly. This made the commercial highly visible in terms of frequency as well as the reach.

MEASUREMENT

Any effort to bring about an attitudinal change takes time. A measure of effectiveness of the communication was that the TV commercial was voted by viewers of India's one of the best commercials aired. The communication has definitely made the youngsters make sing the song 'Epang Opang Japan. Kids in the age group of 10-12 were not very resistant in their attitudes towards drinking milk. Mothers took advantage of the commercial among the children to make them consume milk with energy drink. There was a rapid increase in con-

sumption of energy drink across all age groups.

EXAMPLE OF DAGMAR EXPLAINED THROUGH HUL PRODUCTS

PRODUCT: TEA
BRAND: 3 ROSES



Picture 4 About here AWARENESS

To keep a relationship going, every young couple needs a little time to talk. Whether it is playful banter, a little mischief or serious conversation, in the final reckoning, it's these little moments and conversations that make relationships stronger. Advertisement is the one of the main source to bring the awareness among public.

COMPREHENSION

The perfect color, strength and aroma of 3 Roses create that perfect tea moment where couples can spend time talking about the everyday issues that matter to them. It has two functionally differentiated variants - 3 Roses Natural Care and 3 Roses Mind Sharp.

CONVICTION

In the ad the celebrity Trisha reveals that lakhs of women has mentioned that 3 Roses is the best Taste in tea including her that punch line has created confidant in the mind of consumer that it is really best. So they finally convinced.

ACTION

Many of the consumers across Tamilnadu started purchasing and thus it is one of the largest FMCG brand in Tamilnadu.

CONCLUSION

The ad world is a pretty interesting place where lot of information is communicated very effectively within a short time. In order to telecast the advertisement or hold the attention of the consumer, Television in all its form is still King by a long way. FMCG Companies are being supported by TV advertisement. They could mend money easily by garnishing the awareness among the public which is possible by one of P's in the marketing mix none but Advertisement. To compete with others they should come out with some innovative advertising strategies and modern ad technology as well.

The FMCG sector has a tremendous opportunity for growth in India, with the growing population, the rising incomes, education and urbanization, the advent of modern retail, and a consumption-driven society. However, successfully launching an advertisement which in turn helps in growing market share around a branded product in India presents tremendous challenges.

Thus without advertisement it is not possible for any FMCG industry to have a high growth rate and in turn without FMCG companies there is no any profit for advertisement industry or ad agency because many advertisement is launched for FMCG sectors rather than any other sector. Hence in this fast, modern and competitive world innovation must be carried out in order to survive. FMCG Company must bring good attributes for their product and also Ad Company should provide strategic advertisement which helps the consumer to decide which FMCG product is best and which ad hold attention, attract and persuade them to buy.

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