

Integrated Marketing Communication
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Lecture – 22
History of Advertising – Indian Perspective

Welcome back, friends. From a global perspective to slightly more profound insight into the United States of America in the advertising world growing all through, now let us talk about India. India is one of the most significant contributors in terms of advertising industry development and the contribution of Integrated Marketing Communication in whole of the business world or otherwise as well.

Today, there is no sphere where Integrated marketing communication in India is not working; it has worked very well. And I should not refrain from saying that it works in the political system and fights for elections. And you have icons playing specific roles in contributing to marketing research and then positioning political parties and their activities and actions in front of their voters.

So, it plays a particular role all around. It has played a particular role worldwide, but India has grown big now. So, I am not exactly sure about the budget being spent on this kind of thing now, but it has grown big.

So, this is the Pre-Independence era; advertising started growing, and the first sign of concrete advertising, or let us say, initiation of advertising in terms of classified advertisements, was in the 18th century when ads started appearing for the first time in Hicky's Bengali gadget. So, that was supposed to be the first newspaper.

Although so many print news modes were coming in all around, somehow, as it is recorded historically, and you may cross-check it. The first brand, as we know, Horlicks came in as the first 'malted milk' patented on fifth June 1883. Advertisements in the 18th century were meant to inform the public. Periodicals announced births, deaths, sales of household furniture, and arrival of ships from England for trade purposes.

And so, those kinds of things they started coming in when more or less information was on it usually happens, we saw that in case of United States, wherein, it was in it, it became informational at first and then it started coming. So, then Pre-Independence journals, printed information intended to persuade the public to buy, trade and inform about government activities,

and such.

So, specific journals focused on products and the purchase of products. And then again, we talked about the industrial revolution in India. Many industries started in the Pre-Independence era were Britishers, and they started putting up different kinds of factories. And Tata's, contributing at large and several other industrial houses, started putting up their plants; you can go through the checklist.

So, I think Tata Steel came in, early 1900, 1911 they started producing. The industrial revolution was coming to India, or India was initiating that. And again, the export of goods from Europe to India was happening, and subsequently, very soon, India started exporting goods.

Although it was British rule, British houses drastically increased the number of advertisements through print media.

Prominent newspapers were 'The statement' and 'The Times of India' and these prominent newspapers started coming in and several other newspapers like regional newspapers also started coming. The Swadeshi movement came from 1907 to 1911 and installation of a printing machine in Kolkata were the significant events.

The Swadeshi movement required lots of communication to be spread, and printing was a preeminent model for that. Newspapers were playing a particular role in reporting about it. And I would not go into what they were doing. They were precise, pro, or against them; it is not that newspapers have always been neutral, but they have been tied to at least.

So, you see, that is fair, but we are concerned about Integrated marketing communication. And you see, whatever situation India was passing through, the industry was taking its course, production was taking its course, consumption was happening, Automotives was there, the telephone was coming in, and Telegraph was there. So, you can look into the period when it started, and I am not saying it started that particular year.

But everything happening around was the impetus to demand, and that demand was being supported by Integrated marketing communication. So, this is how it was happening. In the 1930s, the talkies and Radio emerged as media, and in the case of the US, Radio became very prominent in India. And it would help if you did not forget that that was when Indian hockey was emerging as one of the essential sports in India and playing a particular role worldwide.

That was when the Indian hockey team was known worldwide, and you could go and check from the databases when we won gold? And there is a movie about that also, you know, and Late Shri

Dyan Chand Ji became very popular at the time and led India into victories. And several other players.

So, every great names play a role, and sports attract attention. And that attention was again fed by different kinds of communications by the marketers looking for such kind of a thing. You see, Pre-Independence, there was a sport playing a huge role as far as India's position at global level goals. So, that again was supportive, and Radio and print was call of the day.

So, people used to sit by the radios. I do not know if you have seen that huge Radio and then you have personally channeled it or not. Sovereign and these kinds of versions are basically a replica of that thing. Believe me, channeling a radio and getting a shortwave signal is very endearing to date. Buy a tiny suitable transistor or a radio, and you go to a roof and try and channel on shortwave.

And you would realize when it catches from all around the world; it is a beautiful thing. So, try an experience I do not know how many of you would have tried. In 1941, Leela Chitnis became the first Indian film actress to endorse Lux, a beauty soap and since then, actresses have been endorsing, and you all know several stars have been associated with that.

Post-Independence era, the industrial revolution was given solid support by several visionaries; Bhurmah Shell propagated kerosene by advertising on their vans; you see, kerosene was propagated once it was sold as a product through advertisements. So, that was beautiful and advertising in cinema began. People used to watch cinemas to find so many local advertisements being shown there.

And they have a very particular kind of effect as well. In, 1956 Kolkata gets the privilege of India's first ad club. Indian businesses acquired 1957 British-owned agencies. In 1957 again, the government launches Vividh Bharati. Now that was an excellent step that tied all the Indians for one radio channel. It was a national radio channel and still plays an outstanding role as far as national Radio goes.

And then, the advertising convention of India happened in 1960 and Ad businesses took a big lead with the introduction of multicolor printing efficient and fast printing machines and the development of commercial art. And first commercial appeared on vivid Bharati in 1967. After some time of 7 years or so, but since then, till now, radio advertising is getting stronger and stronger daily.

Because it has always been playing a particular role, and today also, it plays a complementary role as well as a significant role. A major role in the case of FM is when the radio person wants

your direct attention and wants to put up a product straight in front of you. For example, a new launch of a new product locally produced by a restaurant in your city is where you go to FM just for a mainstay.

You want to go for television, print, or internet video; you go for FM. And that is very important for you to understand that in the digital era, FM is taking the lead, and then you have complimentary roll by FM, and so on. I would not go into the details but would come to it later when discussing different modes.

In 1978, India's first TV commercial goes on-air. Colour printing became more popular. Bombay Dyeing became the first color TV Ad in 1982. In 1982, Asian Games were there, and India imported color televisions then. I think national Panasonic was the first company to launch color televisions along with collaboration in India with extra or probably, you can check it you can confirm it.

But I remember national Panasonic was probably the first company, and they imported TV sets because India hosted Asian Games. Indians were supposed to watch them on color television. So, the first time you see colour television it was only in several households. I do not know the exact number now; you can check it from statistical websites.

How many households have a TV? That was a particular classification of socio-economic classes for projecting advertising or ad forecasting or product-related forecasting and media planning, I should say, and I will be returning to that later. But then color television started becoming the classification measurement criteria.

So, earlier, people used to watch television together in many households, then people had their black and white TVs. Then when color TV came in, people's again started watching TV together. So, in a particular locality 10, 15, 20 houses you have one color television, people are watching it together when major sports are happening.

And India did well, and that was when things started flowing in. And Maggi Noodles launched in 1983 with an impetus of color television advertising. For the first time, ad-makers started thinking about how to utilize the effectiveness of colour to remain in the customers' minds. Hum Log was one of the most popular soaps of that time.

Late Shri Ashok Kumar Ji used to come and comment at the end of every episode. All the characters that became very popular, one of those tele serials which glued people to the television sets and advertising got a huge impetus because advertising can work when you are glued to a particular kind of screen or a mode.

Yeh Jo Hai Zindagi also became popular when Vicco Vajradanthi took advantage and became the lead sponsor of that program. And that was when organizations started becoming lead sponsors of several programs. And then 1990s onwards, internet media started creeping in, supporting the situation for direct contact with the customers and one-to-one contact with the customers.

Brand Equity Magazine by Economic Times launched where newspapers started talking about brands, brand impetus, brand growth, brand resonance, brand judgment, and so many things, and they started projecting on how brands are getting developed and what kind of rules brands are playing around with. In 1997, came media boom with the growth of cable and satellite.

Although satellite television was launched slightly earlier, this was a time when it was getting impetus. If I am not wrong, Zee TV was one of the initial organizations to project to utilize satellite TV. Then several other companies started coming in like Star, Sony, etc. And today, you have a lot, and Zee has grown big, and even Star and Sony have grown significantly.

So, they are playing very different kinds of roles and have differentiated themselves into regions into kind of subject-based channels or whichever way you want to look at it- Sports Channels, News Channels, and so on. And today, you have so many News Channels in India specifically for 24x7 News. How are they growing with the support of Integrated marketing communication? And advertising on the Internet started gaining popularity.

So, look at the scenario, and at this moment, I want you to get associated with programs or channels you may remember. Television companies or satellite television companies you may remember and recall your favorite programs; for example, Ramayan was one of the most important programs which again glued Indian viewers to the television at a particular time. Kaun Banega Crorepati, all these are historical programs, especially in the television world.

And that attention was not only fed by so much advertising and promotion, that attention was utilized by marketers a lot and that was when, precisely, people realized that we could gain intense attention on one mode with the help of one or two programs and we can capitalize upon that attention. Before that, essentially, Cricket was the more extensive mode that always got that kind of attention.

Remember, when India won Potential Cup, Golden Cricket, Mr. Kapil Dev was the captain,. Recently, you have a beautiful program by Mr. Naseeruddin Shah talking about cricket history on Netflix. But these tele serials gave a different mode or reason for that industry to focus on.

These are some indicators, TV reached 70% of Indian people. Internationalization of domestic

agencies where agencies from India started becoming Global. Global agencies started coming to India, and a kind of association was developed. Internet Advertisements started becoming popular, and the role of advertising agencies increased over time.

So, somehow Indian advertising started taking its growth. Today, we have come a long way. Today, there is a long, long list of excellent, beautiful advertisements which Indian advertisers are developing through.

There are some indicators wherein this graph would tell you that there is a particular growth regarding the distribution of advertising spending in India for example in 2020 and this is despite COVID situation. We can say that if advertising spending is high, that means consumption is getting supported by that, and consumption is going positively as well.

So, I am not sure about that particular kind of relationship or statistics. But advertising spend is suitably high as far as 2020 goes. And you will look at FMCG to take the lead, and you will realize that many people stay back at home for obvious reasons. So, consumer products were essentially required for eCommerce for obvious reason.

But you look at this situation, and you would realize that industries are taking a specific interest as far as their advertising spending goes. And that is a very positive indicator. So, this also indicates how advertising and Integrated marketing communication support industries if we assumed that all industries faced challenges during COVID period.

That means Integrated marketing communication was a call to keep them up the waters. So, go into the data and try to find out, and then you have ten Indian leading brands in 2020 by brand value in billion US dollars. And as I told you, we would be talking about the development of brand attitude and portfolio; this is just an indicator. I am not saying that this is because of Integrated marketing communication.

But this data supports us in looking at an assumed role of Integrated marketing communication in developing brand value. I keep going through these statistics, and you will realize that somehow things are on the positive side, and IMC plays a particular role.

And before going to the next section, I will be going to brand attitude and portfolio and those elements. But it makes me recall that, as of now, we have been going on a historical journey of how it happened. How did it start contributing to different industries and industrial growth, and what were the specific periods? And what were the specific focal points for Integrated marketing communication goals?

But here to give you a clue, LIC says that we have so many satisfied customers, we have so many claims settled, there are airlines which say that we have been precise on time at so many occasions or we have never been late, or we have been late only for these many times and so on. What are they doing actually? They are communicating with you and developing your brand attitude.

Your attitude towards a brand is what Integrated marketing communication is doing. For past sessions wherein we have been focusing on the history of advertising, what we are trying to gain here is not only the contribution of advertising, but we are trying to put up a perspective on the attitude which we will be discussing and the attitude which is the point of concern for advertising world that has been getting developed or getting formed.

Integrated marketing communication has played a particular role. And when you go back historically, you realize that specific contribution of IMC has contributed to several products and industries in due course of time. For example, Lux started utilizing actresses as a model, and they are keeping it till now. So, Lux declared them as a beauty soap historically.

Since then, historical understanding of advertising talks about the modes being used, then the situation going all around. And how would Lux have been motivated to do whatever they did? That is where our understanding of the history of advertising works. If we had not gone through this journey, we would have never realized that because television was coming in and tele serials and sports were becoming popular sports for watching them.

We would have never realized which of the products they started focusing on particular kinds of positioning and communication for developing an attitude of the customer. That is how you should correlate it. Otherwise, it would be just a history lesson for you, and I do not want you to think that way. I want you to correlate every element which we have been talking about.

And also, I want you to correlate the elements we have discussed since the beginning of this course. And I never want you to forget the lessons we had while developing our understanding of consumer behavior and psychological and sociological elements. The development of television is a mode contributing to sociological elements.

Color television contributed there, Radio contributed there, and sports created a community; remember, we talked about community the other day. Radio created or supported a community of sports. So, that is how things are related basically. Try and visualize those things, with that kind of Ramayana serial viewers became a community of those viewers.

For advertisers, I am talking of advertising-based communities. I am not talking of community in

the literal sense at this moment. And today, we have virtual communities; people of the same interest are in virtual communities. People associated with one focal point are specific communities for advertising work. And we are focusing only on Integrated marketing communication.

So, that is my point of concern; for example, Kon Banega Crorepati generated a community of people looking for fortunes through contests. So, that is how things are quiz-based kinds of things; there was a time when quiz-based programs became very popular. So, that is how historical understanding supports us. Now, look at the growth rate of the advertising market across India from 2011 to 2020.

There are specific reasons for it dipping down in terms of advertising growth. Advertising is about in terms of budgeting and cost, and I said that it is an expenditure and the first thing which organizations do in case of slow slowing down of markets, they reduce the expenditures.

So, advertising has been reduced, but if we went for the last few months, 2021, especially March onwards, latest data, you would realize that it might have reversed by now. You can search for that on the same website Statista, you will find that probably after this annual, period by March 2022, you would realize that 2021 suddenly saw a spurt of advertisements and lots of Ads spending.

And as I told you last time, the full-page advertisements in the newspapers and lots of TV advertisements and lots of internet advertising has again started coming back. Real estate is on a boom, the retail sector is on a boom and so on. I am not saying sectors are on a boom. That means advertising in those sectors is on the boom. So, you will see substantial growth as far as the scenario goes.

Now, look at consumer preferred channels of brand communication during the Corona virus pandemic worldwide as of March 2020 by country India. TV, radio and newspaper is 66% which is playing a very vital role. As I told you last time, Dainik Jagran is becoming one of the largest read newspapers and taking advantage of that situation their marketing is taking advantage of their readership.

So, India is on the higher side on Twitter, Instagram, texts, and Facebook. India is not leaving any media behind actually. India is neither leaving television and newspapers nor those modes behind, and India's also going on the digital part. This is a beautiful thing as far as the Indian market goes as people assumed that there would be a recession in terms of traditional media.

But we find that traditional media is still occupying a very suitable place. On the other side,

digital media is also growing, which means that you as a consumer are watching your mobile phones, the Internet, television, and newspapers. And this makes things slightly complex for many advertisers and probably makes a few things simpler for many advertisers.

That means they have several modes to reach you, but which one would be better for, what is the complexity, and their consumer behavior understanding would come to the fore. So, I will get back to you with a perspective on how everything we discussed during these sessions contributes to brand attitude and how brand portfolios are developed and managed and to give you a view of how excellent Integrated marketing communication is in terms of its role. Goodbye for now, see you next time.