

Integrated Marketing Communication
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Lecture – 31
Advertising & Marketing Mix

Hello friends, let us go ahead with our journey of integrated marketing communication. Last time, we touched upon integrated marketing communication planning. Then subsequently, we traversed into different aspects related to that and tried to understand the relevance of planning. Now, from that, we would go slightly deeper into the elements of what we saw as far as IMC goes in totality, not only concerning planning but also concerning elements, modes, and even vehicles.

But, while taking about the course, we would first focus on advertising, and from here onwards, we would try to foresee what role the advertising plays in the whole of integrated marketing communication. This is because we have to refer to advertising, we must touch upon the relationship of advertising with marketing mix. After that, I will be speaking to you on the media plan, and then we will go further.

Let us begin our course on the relationship between marketing mix and advertising. This way, you are aware of the product, price, place, and promotion. McCarthy structured this, and several marketing authors have discussed the relationship of product, price, place, and promotion as 4 P's. Now, it is exciting. I am sure some of you would feel the same way I have constantly felt while discussing integrated marketing communication, especially advertising.

After a particular stage, you realize that advertising is marketing, not to undermine the other P's of marketing, but what we feel after a specific stage is that promotion is marketing. And you would hear people talking about promotion as marketing. Have you ever heard people say the context of marketing you have been doing in relation to a particular service or product?

Have you done marketing about it? Have you been marketing this product? They precisely mean communication and that to advertising. This magic of promotion advertising comes into play when people call it marketing after a particular stage. It is synonymous with marketing. As I said, not to undermine the relevance of other P's, but the point is that it holds a powerful position.

And we discussed it earlier most sections of our discussion on integrated marketing communication where we talked about the relationship of marketing communication with the other P's. Go through those videos, and you will realize how these aspects correlate. Look at this once again. When we are mentioning marketing mix, at this particular stage, we would be focusing on the relationship between advertising and the other P's.

And then we would be traversing into advertising further on. I want you to remember one thing, communication, as we have talked about, emphasizes the existence of a product and services. When we say advertising, it is directed towards not only realizing that existence but in material terms to execute the complete process designated with marketing as a whole.

However good the product is, whichever way it is essential, if people do not know about it, sometimes we do not assume that the price would be related to us or cost of a particular product is justifiable in terms of the relevance of the product. We do not know many things about it. And that is what promotion does.

I would be exaggerating if I said we should be saying promotion, product, price, place; no, the product should come first. But start thinking that way because as the students of this subject, I want you to think in terms of promotion and another P's, not just because I am delivering this talk to you, but this should be the importance of a subject when you take it up.

It would be best if you were looking at the concentricity of the concepts we are studying. Let us look at the definitions we have talked about briefly.

Advertising, is a paid form of nonpersonal presentation and promotion of ideas. You have to pay for it, and it is a non-personal presentation that is a structural element of the definition of advertising. Still, the specific aspect you should notice is promoting an identified sponsor's ideas, goods, and services.

Promoting means taking it further, where we have talked about it to the minds of the customer, wherein it generates positioning. It establishes positioning and we have spoken of the brand as well, promoting towards the minds of the customer. And then another wonderful expression is given by Bury Manning of JWT, advertising is one of the important forces which serve the public interest.

Now, he has widened the scope of advertising. It is a form of open communication between those

who sell and buy. It is a form of advocacy available to any company or cause that wants to argue its case. Look at the beauty of this statement wherein, this particular aspect of, saying that it is a form of advocacy, open to any company or cause that wants to argue its case, present its case in a logical manner, which is acceptable to the respondent or the receiver.

And the jury is public as they say and every purchase is a vote. Now, this is a view which a practitioner can give wherein saying that is a vote means that you never know how it is going to work. Although we have talked about it, we must be precise; we must develop an understanding through integrated marketing communication research, build a plan, and so on.

We want to be, we should be sure, but again, the point is that the final call and the decision are taken by people who are your targets and who vote for it means they respond to it. Now, if you reread it, which I will not do for you, you will realize that it covers almost everything from a practitioner's point of view, where it says it is an open communication between those who sell and buy.

More or less it becomes a one-way communication. Still, because of the level of response that is desired out of it or which it yields becomes a mutual communication at end of the day, and IMC is all about generating mutuality of communication at the end of the day, and that is where we will be focusing upon. Let us concentrate on advertising as of now.

There are several forms of advertising, and we have discussed it as a paid form of non-personal communication.

Television advertising is one of the most mesmerizing kinds of advertising nowadays. It might be an exaggeration, but I tend to forget that whether I am watching a program or watching advertisements. As a scholar of integrated marketing communication, I feel more entertained by ads rather than programs with all due forgiveness from the producers of all the programs I like. Still, advertisements attract me more.

For 30 seconds, 60 seconds, at max 20 seconds, you get associated with something you get out of that. This is the magic of advertisement, a very brief jingle, 5 seconds, 3 seconds, 4 seconds. You go there, come out of it, and get associated with it. Many times, you start humming that jingle, and then we are talking about jingles a lot, and I will be playing some jingles for you as well in due course of time.

And I wish for you to go to YouTube time and again and watch several songs and jingles, and

this is one of my objectives, as a scholar of IMC that I want you to get attracted towards this subject and go deeper inside while surfing several kinds of sites and going to YouTube and finding best of the innovative ads. Do keep writing to be on what innovative ads you have discovered on television especially, which have attracted you more than the programs. That is what television advertising is all about. And then we can go on and on about what kinds of TV ads we have seen, but I will be covering those aspects somewhat when I will be discussing creativity and then other elements I will be touching upon.

Then comes print advertising, very important, paper. Text reading is an integrated part of human life. Despite our digital capabilities, I do not think we will get away from this habit. People used to foresee that we would get away from, using paper. And definitely, it is not so environmentally friendly at all. But again, the point is, how could we be able to do that? I do not think so. Suppose we are living with this. In that case, the relevance of paper and print advertising is ever-increasing because it has been taking a prominent role or continuing the central role in our lives. Newspapers are going ahead with their prominence.

I do not think that despite all the digital capabilities you have on your palms in the form of your mobiles, you have stopped, or many of you would not have stopped reading newspapers. Getting a newspaper, picking it from the doorstep and laying back on your chair or sofa and having a cup of tea in the morning, one cannot leave that charm.

Did you stop reading newspapers during COVID time? I do not think so. People kept on reading, and that was the first news given by newspapers that newspapers are safe in terms of, the transmission of COVID goes, so people did not stop. Although, I remember that I had to go far away from my house to pick up my newspaper because my newspaper vendor used to keep those copies there so that everyone could pick up their respective copies.

We cannot contact each other, so we have been talking about social media. Reducing social connection is a paradox; we will discuss that later. But then social media tried to fill that void. Still, print advertising is vital, and more or less, the primary concentration of print advertising is on newspapers. Magazines have been playing a crucial role.

And it includes other material as well brochures, directories, and flyers. And do you still get those newspaper inserts at your homes? I do get some of those, when local vendors put the flyers in certain newspapers and when you pick up that newspaper, they happen to fall down and for that particular instant just sometimes just for the sake of picking those up, you happen to see them.

You get to know about some sale which is going on and some special call or something which is

going on. So those occupy a particular space in our lives. I will be talking about creativity associated with print, media, and planning about print later on, which is a mainstay, especially in the Indian context.

Direct mail and advertising: now, advertisements to customers through emails, including brochures, catalogs, newsletters, and flyers. One very important thing which I should point out here, belonging to an educational institution, I have seen students working for their placements; mails are a fundamental mode of communication with prospective recruiters.

And those emails are more or less advertisements, but here I should say that they are not paid form of ads that no one pays for. But specifically, if you utilize someone else's services, you have to pay for that. Still, except for that particular difference, direct mailing is a significant mode of reaching prospective recruiters. How else would you get there?

You design your brochures, and you get them printed at a price, of course, and on the other hand, you design them electronically and then send them recently. We have started designing video brochures. Students are very innovative. They are, projecting their department or course highlights and specifically telling prospective recruiters why they should hire them. What else would you do? Probably, you would not be able to go for newspaper advertising for projecting students to recruiters; would you be going for television advertising? I do not think so. Would you be going for radio advertising, which is the next section of our discussion? No, I do not think so. For specific kinds of promotions, you have to utilize particular types of modes many times, and that is where the relevance of these individual modes comes prominently to us.

Now comes one of the most exciting modes of advertising radio. Since FM has come for many years now. How many FMs do you have in your city? If you are staying in a metro, you would have an n-number of FM's; every little flick by you on radio would be changing the channel 92 points something and 94 points something and 98.5 something with all due respect to all.

I am just counting the numbers, not talking about individual FMs, but that has become the primary way of reaching out to customers. How many times have you heard many prominent personalities talking to you on FM through paid mode? They often use that to tell their voters and electorate what they are doing, what good they have done, and so on.

They are supporting not only, corporate organizations, commercial organizations, they are supporting political parties also; they are supporting government also; they are supporting and participating in developing or establishing a social cause and so on. Radio has become a very intense part of our lives.

One essential thing I like about radio, which you should consider, is that radio; put up spurts of entertainment, humor, sometimes entire call-based programs, and many songs. Hence if you do not like it, you flick to something else and then find something interesting. You have multiple choices.

I will be referring to that in media planning and the advertisers plan well for being present. Almost all the channels are simultaneously in 2 or 3 channels at once. Still, at one point in time, you would be having the similar advertisement on all the channels and all the times, so that makes things easier for advertisers in terms of reaching to the customers and so on, but radio nowadays is becoming very important.

And you have traditional stations, internet radio, and then, radio live reads and sponsorship programs, testimonials and jingles, and so on. I remember there is a program which is like most of the most likable programs to be, of course, you have different choices. So that is wherein the story is being read to the listeners.

And what do you call radio listeners? Think about it. Please write to me about that. And let us see if, you are so associated with radio. Then comes display advertising. User identifiable ads: it uses identifiable and display any form of display when we talk of, it can be video ads; it can be, larger displays; it may include banners also; it may consist of, pop-ups also and so on whichever way you project something in terms of a visual.

That is what you call display advertising. I remember an exciting banner I saw somewhere that was a drilling machine posted on the upside of a tunnel. It says that it can drill anything; that was an exciting location for that banner. And that was interesting. The thought process starts with a product to be marketed to a specific customer, wherein you do not want to use television advertising because it might be costly.

For a drilling machine to be posted as a banner at the opening of a road tunnel was interesting. Then, I remember that I saw a flag of a company named simplymarried.com. If I remember rightly, they put up a banner of, one female dupatta and one male dupatta and, knot tied up in between on the road and they say simply married.com.

That was a fascinating of a banner, not to mention anything, apart from just writing the website's name. That is how innovative they are. And I will be referring to those in terms of, creativity. And social advertising: you find very interesting print and banner ads, which are very attractive, because when observe social advertising, you require that level of attention.

And you have a variety of modes to reach the customer, though the cost is a big issue; I will return to that later. I remember that there are several ads related to gender bias and to connect it to a social cause, to domestic violence, and so on, wherein display advertising has played a critical role. Podcasts: we all know companies, sponsors, and podcasts, and they are playing a very prominent role nowadays as far as the situation goes.

Then comes mobile advertising. If you had talked to someone about mobile advertising just a decade back, I do not think that could have been so prominent. Mobiles, especially in India, started becoming prominent by 1998, 99, wherein you had, the tiny screen of a mobile phone, and I remember those days, you had Ericsson as a piece of prominent mobile equipment.

Wherein you had a small antenna coming out of the mobile or people used to very charmingly pull up the antenna, and they used to put it up like a transmitter on their ear; a piece of extensive equipment and they used to, put it near their belts, so that was a statement and there, you do not have scope for advertising but smartphones, they started coming up.

I used a black and white Nokia mobile phone for a very long time, which was very dear to me, tiny equipment and I used to, like it very much because it's very sturdy but then display that, smartphones, they started putting up so much of advantage to you and then when it became compulsory for one to check emails on smartphones, then I had to switch it over. But that was my case.

But in the case of people worldwide, when you look at their mobile phones, it is a moving kind of companion in terms of everything and advertisers, they have not lost the bus, they have gained on that. They have gone for a very strong utilization of mobile advertising. App-based ads, games and social media have become very prominent. This is in the case of the mobile phone.

And we had talked about this. When we discuss AI and data science associated with integrated marketing communication, you start talking about the subject of carrying your mobile phone in hand. Suddenly a pop-up comes in related to that particular subject. Recently, I was visiting my daughter at her university. When I was coming out of that university, a pop-up form from that university came on my mobile phone.

They knew that I was there and that is what AI is actually doing, and that is what mobile is doing in social media advertising. But, have you noticed that social media advertising has a role that is specifically complementary to your connection with your peer group or people? Social media is connecting you with people, it is supposed to do that, but advertising has taken a complementary role there. The type of advertisements you find on social media is not just because it is not just related to information. It is connecting the dots. It motivates you to go for further association

with social media. Pay per click is a methodology that has become very prominent as far as advertising goes, so companies pay a fee when users click on their ads. Should they be clicking on the ads? They inevitably do. So that is how the complete structure is, which has become a very prominent form of ad. When advertisements started appearing on social media or mobile phones, one had to bring in a methodology of as far as transactions associated with that advertising otherwise, why one should entertain your advertisements or messages. That is how this methodology came in.

And then native advertising: associating advertisements as far as the aspect of local structure goes or associated with the seasonality associated with the locale you belong to. This is native advertising and is a categorization which has emerged in due course of time. Otherwise, if you will, and I will be talking about that, if you look at advertising at large, the categorization has changed quite a few times.

This is the result of the further focus of organizations on a specific geography or customers related to one specific type of a region or geography. That is those customers might not be much bothered about what is happening beyond a particular space.

Product placement advertising is when a company pays to have their product embedded in media content, such as a television show, CDs or movies, and so on. Otherwise, there were sponsored television programs earlier. But now, within the content, you find, have you seen a movie star drinking Coca-Cola in a movie, and it is the part of the storyboard, and he is making it very prominent in Coca-Cola. Have you seen a movie star driving a particular car, which is very noticeable? Can you remember that James Bond movie we saw recently? I am talking about this example for the second time during this integrated marketing communication, but it is one of my favorites, so forgive me for that.

Public service advertising: now promote a cause or initiative rather than a product is again a form of advertising and many organizations, including governments and social organizations, political parties, are focusing on such things. Google India, have come up with a message related to thanking doctors, nurses, and all healthcare workers, which is an example. I will be talking about other aspects of advertising with the specific relationship of advertising to support media in the subsequent session. Till then, bear with me. Goodbye for now.