

**Integrated Marketing Communication**  
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**Lecture – 32**  
**Advertising & Support Media**

Welcome back, friends. Going for our discussion on advertising, let us talk about advertising and support media now. I said that categorization in terms of types of advertisements and especially with reference to supporting media advertising. I would be talking about, why do we call it support media. Traditionally, one form of media has been taken as a prominent mass media thing as television and newspapers.

Holdings and those types of things, they have been taken as support media or complementary media, because primarily the planning related to integrated marketing communication or advertisements in association with advertisements choices or types of advertisements, has been seen with using particular media as prominent media and then one as a complementary kind of media.

Although we talked about Amul last time, you would remember that Amul prominently utilized outdoor media as a prominent model and then utilized print media as a complementary mode when they initiated their advertisements in the 60s. It depends upon the prominence of one mode or media prominence of that media and people's lives.

Would it come back? We have to find it out, but you would appreciate that there are several countries or several cities, I should say, wherein outdoor media or holdings or those kinds of electronic boards still hold a very prominent position and many a times are utilized as a primary media source to display advertisement rather than as a secondary or complementary source.

There is a broader categorization of calling something a support media. Still, I want you to remember that it is related to the prominence it gains or enjoys in due course of time as far as people's attention goes.

Here comes advertising in support media. One of its broader elements is outdoor print media. Outdoor means outside the door as simple as that, and then it is indoor media means inside the house. People have started talking about it in terms of Out Of House kind of advertising. OOH

has become a kind of a vocabulary in advertising.

Outdoor print media is related to the press, newspapers, and periodicals as we have talked about it. Others are magazines, handbills, labels, calendars. I would spend some time on calendars as they hold a particular kind of role. Calendars at times are outdoor print media, and they are indoor media as well when you talk about room and wall calendars.

And then you have large calendars displayed outside. They are not banner's as such, they are not also a times holdings. They are just display calendars kind of and have some information associated with, the months or week. But they hold a very prominent kind of a place in our lives.

And usually, they are taken inside the house kind of, but they should be included both ways. You can think about that as well. And to tell you, when we talk of indoor calendars, have you ever noticed what attracts you more: is it the picture on the calendar, the message, or the name of the company?

You would realize that up till a particular kind of a stage; you would remember the name of the company, which put its name on that particular calendar because as much time you look at the dates, you look at the name of the company as well. And after a particular state, probably, it gets diminished, and the picture remains in your mind, and that is where the complementarity of the message comes into play.

I will be talking about that later on as well. Broadcasts, television, radio, cinema, fairs, and exhibitions. Now cinema again, we talked about it earlier as well. But, that still holds a very pertinent kind of space when you go to a cinema hall and then, display advertising. Nowadays, video advertising works in cinema halls, especially among local advertisers.

They focus quite a bit on cinema-goers because people usually go to the cinema in their vicinity, and that is where local advertisers think that they focus upon. Then comes direct mail, folders, calendars, diaries, bulletins, brochures, price lists, and catalogs and leaflets and booklets and circulars and so on.

Diaries have never lost their sheen and utility, because I do not know if you are a regular user of a planner or diary, but people love having one with them. They might not be using it anyways, but they keep it on their tables, and table calendars still hold an important place in the rooms. People flip off those, and there are innovative ways associated with table calendars.

Why am I emphasizing these kinds of things? Because there is a whole lot of a segment of the advertising industry, which is focusing on these elements, because they have a considerable time

value associated with the target consumer. They spend on these modes, they spend lots of time with the consumer in their rooms, in their workplaces, on their tables. They gain their attention many, many times during the day. And that word remains there in your mind. That is why it is crucial. Several creative ways are associated with print advertising, and I will be coming to the creative side later. Still, just to remind you, I mention how print advertising tries to gain consumers' attention.

There are advertisements of Adidas double-page spread wherein, how sports lovers exercise. How to utilize a magazine as far as the double-page spread goes. Adidas has gone through several innovative ways for that purpose. You go to their website or advertisements related to Adidas, and you will find that they utilize this double magazine spread very nicely.

And then Nutella also worked, they did a good job. Then comes Jaipur foot, wherein you can see a picture on your screen. Many people are differently-abled. Jaipur foot is one of those organizations which is working with a social orientation for such kinds of people, developing artificial limbs and trying to enable those people back to life, supporting them, helping them.

And to gain the attention of many people, they want to get associated with them in terms of, supporters or stakeholders or donors or whichever they are telling people they are working in this direction. They try to gain attention not only as an advertiser or whichever way you want to look at it, but with the least possible cost outlay, you have to tell people what you are doing.

That is one method of reaching out to people wherein print advertising, and the element of creativity helps you in gaining their attention. There is humor associated with the birth Pedigree advertisement wherein, this dog food is related to reducing the bad births of the pets, and that is again a significant thing for pet lovers, which one of the advertisers they have utilized successfully.

Paint advertising is also very creative in terms of print media including Berger paints and several other paint organizations. Berger have used such a fun picture, where you do not find where the sky begins and where the holding ends or where the holding begins and sky begins after that.

That is how they want to picturize the kind of beautiful colors they have, as good as the natural color of the blue sky. Rajasthan tourism, 'Janne kya dikh jaaye,' was an outstanding campaign they came up with, and I like that campaign personally also because I individually never knew so

many things about Rajasthan.

They projected that, X a young tourist found this place when roaming around in Rajasthan. They wanted to project that there are so many things in Rajasthan to see other than the desert because our imagination about Rajasthan is two ways, colors, and desert. But then you can find forts, lakes and several other things in Rajasthan, which this campaign brought visualized.

Rajasthan tourism definitely gained because of that. I remember about pujari Gujarat mein Mr. Amitabh Bachchan in that Gujarat advertisement campaign, which did wonderfully well. Similarly, here Rajasthan tourism also did exceptionally well.

Volkswagen Das auto 3D on the 2D campaign was lovely when they worked, with a trick-the-eye technique. Then there are examples of Sedal shampoo. McDonald's Father's Day advertisement was very innovative, wherein they projected all the fathers as bald. Now in that ad one could not make out if the picture is a father's head, or it is a burger with something sprinkled on it, as it resembles a burger.

And that was a lovely kind of campaign which so many people liked. Children loved their fathers, especially in their early ages. I asked for forgiveness for older children, but fathers are ideal for younger children; most of the time. Girls love their fathers, especially at a younger age, and I have a daughter, so I can say that. Still, elder daughters, I am not sure; please forgive me for that. That is how McDonald's capitalized upon that and please do not take anything which I say on this platform personally. This is a disclaimer, it is just an academic discourse and a discussion which is going on, and the example I used is about my daughter, is not to resemble with anyone else. Now back to advertising and supporting media once again.

There was a categorization related to outdoor, indoor. You can find slight development as far as the categorization goes. This consist of outdoor advertising media, transit advertising media along with alternative OOH advertising and street and retail furniture advertising.

Now one understands why categorization has come up. As we talked about, the different prominence forms of advertising are gaining. Outdoor advertising media is related to the construction of buildings, walls, and murals, towers, bridges, rooftops. One thing which we should admire about advertising is that advertisers as well that they are not leaving any space. They are reaching out to almost everywhere, wherever they find that they can gain the attention of the customers mind. The bus you have been traveling, its inside and outside. E-rickshaws, you travel back of the e-rickshaw, front of the e-rickshaw side of the e-rickshaw wherever, even I

have seen rickshaw wallahs wearing T-shirts related to products because his back is facing you and you can see the words or the brand.

Advertisers are becoming creative as far as developing types of media is considered. Creativity in advertisements is a beautiful thing. Developing the media itself requires critical creativity and we will talk about that later on as well. Then there is freestanding out of home media which include the likes of super signs, spectacular, gantries, and campaign OOH advertising.

One thing which I noticed recently while traveling in my car was an air-filled dummy with a peculiar shaped hand. The hands of the dummy were waving towards one direction. I realized that that dummy was waving towards a specific kind of restaurant and was inviting us to please come in and that we are open.

They have manufactured or produced that dummy in such a fashion that after filling with air the hand would move in a specific manner that is the beauty of, as far as innovativeness in terms of developing media goes. There are several other forms, and lots of creativity is going on in this.

Then transit advertising media consist of trains, buses, trailers, taxis and trucks. Earlier trucks were used just for quotes. Several couplets or quotes were written on the backside of the trucks. Now I have even seen the spare tires being marked with several kinds of messages, so that is becoming very important. Taxis have been utilizing the bright light they hold on the rooftop to project their names.

That is again becoming very prominent. Barriers used by the police department is having the sponsors' names on that. They are sponsoring the barriers, and then when you find, someone is stopping you, one could glance at the advertisement in front. I do not know what kind of feeling you have when a uniformed policeman is stopping you, yet there is chance for you to feel something about the message. Should you be afraid or attracted to the advertisement you are watching on that barrier? I do not know why there is a mixed feeling, but definitely, people actually are.

Then rooftop water tanks, someday do not get surprised when people start visiting you and they say that sir, your rooftop tank is very prominent. What should I do? Sir, we want to utilize it for something basic, and we will pay you for that. It would be an extra earning for you, and you just need wait for such times to come in future. Then signs are there inside airports, at railway stations, at taxi stands, on bus terminals and so on. You can see neon signs are there, which are attractive, roll-ons are there, light up roll-ons are there where you enter the airports or stations. And you find so many, messages coming up and going down, and sometimes, you feel like stopping there and just watching those and spending a few minutes in front of that.

Furniture advertising, street furniture, media on bins, telephone booths is the next type. Telephone booths have become a lovely model as far as advertisements go. Street poles, city lights, and street poles, and city lights, and those, obviously have acquired a very prominent place for hanging small billboards and because you can change them frequently and now you have the technology of printing available to you, so you do not have to paint them anymore. You have to put it on the computer, and it will print, and beautiful, small billboards are now being made; they call it flex.

Suburban signs, litter bins, benches are also being utilized for creating very beautiful advertisements. Escalators, shopping trolleys, billboards, banners in lifts and so on are all other points, and the list is endless. You can go on and on.

Then comes digital out-of-home media, electronic boards. And then there are several other modes. There are places and cities wherein you stop and keep watching the messages from one side to the other side. Places like New York, Bangkok and Singapore is famous for that. In the nighttime, I do not think that you would like to watch anything else apart from these billboards shining brightly with several kinds of messages on them.

Let us look at some statistics. Distribution of advertising spending worldwide in 2020 by medium- global ad spend is given. Internet is 54% and definitely was when people were most of the time confined to the houses. The internet is becoming prominent; I do not think that is why television has been very strongly prominent.

Now comes the distribution of expenditure in the advertising industry across India from 2016 to 2020. Now, these statistics give you an idea of the share of media ad spends in India by channel. This gives a relatively good idea. If you can see this figure, you would realize that print holds a solid position, as I was trying to tell you, which may be valid for several other countries.

But, because we are focusing on India now, that is fair. That argument becomes valid when I said that despite having several modes, and I have talked about that in earlier videos, we are not leaving the habit of reading newspapers. The cinema is a tiny place. Outdoor still is entirely, and, pretty suitably large as far as the quantum goes.

Television, you can see the blue bars, the blue lines. It is universally and uniformly prominent to the levels of 40%. Digital is waving. It is increasing at large, and 2020-21, and as far as the 2022

projections go, print media is getting reduced as digital media is becoming stronger, probably this period holds the reason for that. I am not sure; let us see what happens.

Now, I will be focusing on a few examples to elaborate upon, as far as whatever we have been discussing.

In front of you, you have a black and white space, and I wonder what it means. Head and Shoulders utilize this black and white print ad. And they said that rub your head on as far as the black space goes. And if you find dandruff falling on that black space, you should use Head and Shoulders. I never did that, actually, and leave me aside.

Now, I am away from dandruff. But again, the point is many youngsters, much younger, care about these things a lot. And they are harmful to the hair. This ad worked and you are prompted by an advertiser that okay, you rub your head, and you happen to do that. And then the dandruff falling on that and oh my god, what you should do?

And the answer is there, use Head and Shoulders. Head and Shoulders gained a very prominent place because of these efforts. I would not say it is solely because of this, but it helped them a lot. As the slide says, a black and white print ad from Head and Shoulders has readers do a check for dandruff simply by asking them to scratch your head over this page.

One of the pages is entirely black, and the other is all white. Those with a dry scalp will find that the dark page will reveal that they might want to consider using an anti-dandruff shampoo, Head and Shoulders. An exciting and very innovative thought process.

The last part of my discussion on the section is related to Lifebuoy. And I should also be mentioning this once again briefly when I talk about creativity associated with an organization, innovative thought process and integrated marketing communication. But here, I am talking of the prominence of advertising, and earlier, we have talked about the marketing mix and other elements related to a product.

With some innovation in terms of product, which becomes the mode of messaging for the customers, the product becoming a statement of remembrance. And once you promote that further, media support creates a powerful brand and strengthens brand equity in terms of your name, and that is what Lifebuoy did regarding the 'hackwashing' campaign at Kumbh Mela in 2019.

They have been committed to finding ways to protect people from illnesses, which has been their positioning, projecting their soap as a mode for freeing people from germs, remember that? Yes, it was one of the best. I think it was the only carbolic soap earlier. They changed the product form later, which is again a welcome move, and they are doing well.

Pre-COVID times when germs on our hands that carry deadly diseases were underrated. Lifebuoy invented a special variable ink made of the Lifebuoy formula. Now, this was product innovation. But let us talk about this as a communication innovation as such. As I said, the product becomes a statement for itself and a message.

They invented a special variable ink made of Lifebuoy formula. This turned into an antibacterial soap when brought in contact with water washing off all the germs. There are lots of statistics; you can watch this related movie on or clipping on YouTube, wherein they say that so many Indians do not wash their hands at all. They will wash their hands with water only and so on.

And other manufacturers have been making exceptional efforts in generating habits of people in terms of washing hands. I remember one of the most successful projects was Lever's Shakti project in some parts of India. They promoted this campaign through Shakti, Amma, wherein not only did they sell their soaps to a larger population, but they also motivated them to wash their hands. Johnson and Johnson have been doing this, and several other companies have been doing these things. Still, Lifebuoy campaign was significantly associated with an event which is very large, for around 45, 60 days, you have a whole city coming along, people coming from different parts of the country and it can get converted into a large gathering densely populated as compared to many countries also.

Kumbh Mela is a foreseen event, and it is a colossal event. They started stamping people's hands, because when you go to this meal, you go to washrooms and do your daily activities. Many a time, people do not wash their hands, and it is a matter of habit also. Lifebuoy thought of how to teach them as well as to promote their product as well.

They started stamping people's hands and outside food courts and toilets and wherever and when people used to, rub their hands with water, the soap used to emerge, and that is how people found soap on their hands, and they could clean them well. That is where this became a significant mode for promoting the product, involving the customers with the product, generating a particular habit wherein customers would be seeking the product later on, and so on.

The complete element with this kind of thing was generated by Lifebuoy. This was related to



ensuring that devotees wash their hands with soap at the Kumbh festival because it is all a matter of cleanliness. COVID has taught us more significant lessons about it, leading to a more hygienic practice.

What are the statistics for what I have talked about? How many Indians do not wash their hands? And the creative idea related to this project was to change 150 million people's poor hygiene habits overnight, which is an impossible task. How to create a buzzword. The objective was significant and there was an opportunity wherein so many people were coming together. That is an impossible task that involves so many people together.

But then, if you create a process wherein it becomes a message by itself, a sizable portion out of those numbers visiting Kumbh Mela will get involved. And that is how it did exceptionally well. Hack washing became a buzzword. It was executed very nicely. And now, I think they have been asked to be a regular part of subsequent congregations and gatherings in times to come by the government and the related authorities.

The result is the number of hands washed with soap. They say that they stamped 5 million devotees, directly and indirectly and made the festival safer for other 145 million as well because bacterial transference could be stopped or several other kinds of transmissions or infectious diseases could have been stopped, which can be stopped with the help of usage of soap, ensuring a hygienic Kumbh.

The Kumbh festival 2019 had 30% fewer infections than the 2013 edition, as they suggested in their statistics that can be verified later on by different kinds of sources. But this is how even if you look at it with some sensitivity in terms of numbers, and you put it 5, 7% this side or that side. Still, it is a very, very large number. Congratulations to Lifebuoy, and thanks to all of you for listening to me during this video. I will come back to you with a discussion on media planning later. Till then, goodbye.