

Integrated Marketing Communication
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Lecture No 50
Word-of-Mouth and Corporate Advertising

Welcome back friends. Now let us look at peer to peer influence and word of mouth. Earlier we mentioned about celebrity influence, a common man's influence as well but here we are focusing upon peer influence.

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It is used for creating a buzz. Word of mouth marketing builds a community of brand advocates who vouch for your products online and offline. But word of mouth gets generated through several efforts as I talked about last time also but peer to peer influence is very important because you belong to that community.

Students they get influenced by students. You belong to a profession then there would be a professional influence on you. Nielsen emphasize that 83% of customers trust recommendations from family, friends, and peers when making purchase decisions. We have talked about behavioural influence earlier as well. But here we are referring to the role of influence in public relations.

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Then there are steps to propagate word of mouth if you notice. Instead of business to consumers, make it business to people. Now that is not in literal sense because when we talk about business to consumers we have specific consumers paying for our products but business to people makes sense when we are focusing upon masses and wish to include their thought process to influence our consumers on the one side.

And also, from large mass space we are looking forward to market expansion through several people as our consumers. Later on, this can be talked about with reference to consumer products or large selling organizations at one go or the products which can be universally used at the end of the day. For example: pharmaceuticals, medicines and many a times hospitals.

One should not fall ill but people do fall in. On the positive side education: people seek college

education at one point of time. So, that is where word of mouth is supportive of when we talk of business to consumers for making it business to people.

Individuals have the tendency to express what they believe and what makes them appear attractive. We have been continuously mentioning this word trust and belief and at the end of the day it is a matter of generating belief and that is what public relations is all about and that is where word of mouth comes into being. Although word of mouth is also very effective in terms of spreading negative publicity.

But we have to use word of mouth as a strategic element to generate positive publicity and this can be done when individuals identify with your brand. There are famous examples like Facebook. When it started out it was only available for Harvard students. Mark Zuckerberg was studying there and within the first month more than half of Harvard undergrads were Facebook users. There is a movie which shows that.

There is lots of data on that, there are research papers on that and one source is mentioned here in the slide as well. This is “insights from Berger J (2013) contagious why things catch on. This helped the site build up a lot of hype since the other students had to wait till it was available for their school.

Have you heard people waiting outside shops since the preceding night to catch up the first edition of Apple iPhone when the shop opens in the morning. People be lining in long queues for purchasing iPhone. You must have heard of those news items. It definitely happens because of the strong brand image of Apple and people do anticipate the new changes which apple would bring in. But it is a complementary effect of several communications which come from the side of the organization as such. People want to be the first to reach there.

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Then there is an element of associations and triggers.

Triggers: triggers are reminders around you that spark of related thoughts and ideas when one thing automatically associates another in your brain e.g., bread and butter. I would have mentioned Daniel Kahneman earlier as well. When he has demonstrated how associative memory priming affects our thought process. System one and system two thinking and one of the most interesting read you would go through I am again recommending that.

Now the goal is to associate your brand with the trigger that people will encounter often and it can be done on special days or seasonal or activities and events which are related to what you are thinking of in terms of your products and services and this loop queue routine becomes automatic until something changes its impactfully.

Where are we reaching to? We are reaching to a thought process which is effectively demonstrated by Herbert Clark in one of his papers. Herbert Clark is a very renowned academician, a very referred academician whose researches has been referred by great academicians around the world. He has been talking about one very interesting thing when noun becomes verb: when Google becomes Googling.

Now that is what we are referring to while discussing about associations and triggers. It creates a habit and is the reason why we no longer say 'search it on the internet' instead we say 'Google it' and one says 'I Googled it' and 'I am Googling that'. Very important observation and very effective thing for an organization to reach to that mark where the action is known by their name. Now how many organizations would have reached to that mark. Cannot say precisely but there are few and Google is one of those.

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Another element is 'When they care. They share. Make them emotional'. Now, as I have been saying that marketing is associated with several terms, exercises, activities and so on. So, here it has been termed as emotional marketing by few researchers. People's everyday life seems profoundly emotional: they experience at least one emotion 90% of the time (Trampe et al 2015)

So, these are interesting researches which demonstrate in front of us how things are happening around us. Campaigns with purely emotional content perform about twice as well with only rational content, and those that were purely emotional did a little better than those that carried mixed emotions and rational content. If you will compare emotional and rational content as compared to pure emotions, pure emotions had a tilt towards itself that is what this research by IPA Data Bank suggested.

An interesting outcome which guides our thought process towards the fact that emotions work better as compared to other things. That is why it says that 'when they care. they share. let us make them emotional'. Remember "Dar kea age jeet hai".

Happiness = more shares, sadness = more clicks. Now that is again a very important demonstration, finding by a research. People want happiness around you. Whole of the integrated marketing communication world is divided in largely into two parts: one hope and other happiness.

People want to be happy, they want to percolate happiness and that is why more shares. Now for example Dabur Vatika salutes female cancer survivors. Dabur Vatika is a hair oil and they decide to get associated with cancer survivors. They are trying to promote nature-based products, herbal

product hair care. They have this strategic fit as far as this particular product goes but on the other side they have several other products which are related to our daily needs they are related to Ayurveda, nature and herbal. Now it makes lots of sense when they talk about female cancer survivors. This shows that they care on their dominant customer. So, they suggest that they care for females and they are getting associated with the cause.

Here 'Fortune: Ghar ka khana' - this is a very emotional campaign if you watch it on YouTube. You would find it associated with almost everyone's life. I do not think that I am talking to people who would not have stayed outside homes in one part of their lives or would not be staying away from homes. All of us by virtue of whatever we do have to stay away from homes some or the other time and when we are away at that particular moment you just talk about Ghar Ka Khana (homemade food). This is what these campaigns do. They touch upon our hearts through our own emotions which are lying within.

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'Monkey see, monkey do': Slightly funny sub heading but taken from a research paper and a very important insight (taken from Insights from Berger, J 2013). So, it says monkey see monkey do. People are more prone to mimic something that is more widely known. It influences our thought processes. We have larger trust. You would find two restaurants offering similar kinds of products but you would go where you would find more people. Why?

That is where people mimic something, that is more widely known or acceptable to others. So, you can design products and initiatives that advertise themselves and create some visible behavioural residue.

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'We use it. we liked it. we share it': People share valuable practical information to help others. It can be provided through blogs videos FAQs etc. It helps in showing people how to do something in a quick and easy way. For example, the best places to visit in summer, top 10 super foods, or 100 things one should do till one lives. Now that gives a precise target in one's mind that these are the hundred things which are doable.

And there are examples of brands that are providing practical value to benefit and promote sharing amongst the customers. HealthifyMe blog gives insightful information about nutrition and their benefits along with possible recipes. Dollar Shave Clubs blog focuses on practical grooming advice for their predominantly male customer base. Remember we are talking of public relations. Internet, our mobile phone has become a very strong mode of PR agencies reaching us with different influencers and influence involved.

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‘Once upon a time’: Stories aren’t just interesting they are useful vessels for carrying important information. Narratives are liked by all, just a precise argument or a statement about something or demonstration about something might not work that well. If you narrate a story about something - making the product, a character or using a character to demonstrate the product that would be more helpful.

You talk about great athlete using a a shoe to run and to practice. That would mean that story would mention the glory of the athlete with relevance of the shoe and that would be a great influencer. Storytelling can make a brand more personal more, human more, memorable.

68% of nearly 2400 respondents reported their average online video sessions last more than 30 minutes. With 40% reporting average sessions of over in half hour (Ogilvy and the Young Turks, 2018). Survey found that these are frequently occurring events with 73% reporting having 30 plus minute viewing sessions more than 3 days a week and 29% saying they view for 60 minutes or more per session on a daily basis which means attention is available but the bar has been raised.

Now very interesting examples is ‘the land of Land Rovers’ campaign. Land Rover searched for people who are driving Land Rovers in Himalayas and hilly areas to support people who cannot find transport so, easily.

And there is a difficult terrain which has to be followed. So, these efficient drivers they are maintaining those vehicles there and they are using that for taking people from this side to that side. Land Rover went there, talked to those people, learned about their stories, brought in that narrative and projected it that Land Rover is an efficient vehicle which these courageous and efficient drivers are using for supporting their community and people around. A wonderful way to express and wonderful way to establish the strength of the vehicle.

Then Hyundai celebrating 20 years of brilliant moments. Now again a very beautiful story which you can follow and you can decide for yourself how stories do not just generate interest but their vessels for carrying important information as well.

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Corporate advertising: Corporate advertising is a very major point of attention for public relations department or public relations agencies working for organizations. Because corporate advertising is directed towards building up the image of the organization at large for people. There are many organizations which are not directly connected to consumers. They are into businesses which are supporting businesses and those businesses are supporting different

businesses finally reaching to the consumers.

That means these organizations are at the earliest most part of the value chains and these large organizations go for corporate advertising for putting up their relevance in front of their customers or end consumers which they are supporting being at the earliest most part of the value chain plus to generate the stockholders value as well and to definitely establish the trust around them.

So, it is intended to establish a favorable attitude towards a company as a whole rather than to promote the benefits of a specific product. While corporate advertising does include some mention of a company products the object of the type of advertising is not directly aimed at generating sales stakeholders' value is the main stay.

Corporate ads focus on the strength of reliability of the company as a whole, the integrity that business employs in all its business relationships and how the company seeks to better the circumstances of the geographic locations where it operates. Zee advertises all its channels with the theme Vasudev Kutubhakam. Now that is a beautiful thought and a media house talking about Vasudev Kutubhakam makes lots of relevance. So, that is where corporate advising comes.

So, then there is a short case study which I will briefly talk about and this will demonstrate the relevance of public relations, word of mouth and this is about Bharat Petroleum Corporation Limited.

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It is Maharatna, it is a fortune global 500 company and has been recognized with 11 prestigious awards by the Public Relations Society of India for business excellence and innovative approach in PRSI national awards 2020.

Bharat Petroleum Corporation Limited backed the first position in four major categories such as 'best use of social media in campaign', 'public relations in action', 'award for innovation in customer care' during corona times and e-newsletter.

Securing the second position in total six categories, BPCL marked another achievement in awards like innovation in marketing strategies in corona time's, excellence in Covid 19 -management in public enterprises best communication campaign. (External publics) best communication campaign (internal publics) , best PSU implementing RTI and the house journal Hindi for Petroleum Swar.

The company was also awarded with the third position best employee. There is a long list of

awards which borrowed Petroleum Corporation

Now Bharat Petroleum launched their campaign 'Jeet Ka Padak' with a musical video on social media wishing Indian sports persons in Tokyo Olympics 2020. And this is precisely what we were talking about associating yourself with a cause, national element, trust generating belief

We have talked about this and this is a PR exercise. Other components of Jeet Ka Padak campaign include Olympic Trivia Quiz videos on archery and hockey inspiring stories of players on social media platforms and on ground activities including Selfie booth at BPCL's fuel stations.

The company planned for traditional BTL campaigns, social media campaigns integrated campaign as well as reaching out to employees through in-house communication mediums. Now what Bharat Petroleum has done in due course of time within this Covid period has been exemplary, has been exceptional. All their actions are directed towards developing their role in the society emphasizing upon the meaningfulness of that their role.

They are a petroleum company. It is a necessary product. They can definitely use different modes of advertisements or messages or communications to emphasize upon the products, the quality of the product, the level of the services and so on. But they are trying to put up something relevant in terms of public relations, business to people that is what they are focusing upon.

Which is developing word of mouth around them? Awards definitely signify their efforts, establish their efforts because that is a recognition by people who are monitoring these efforts, organizations who are evaluating these efforts. But at the end of the day as customers we are getting a larger image of Bharat Petroleum Corporation. And as customers we are not only getting associated with the organization but with their products as well.

This can become large, they can grow more comparatively or individually as an organization, it can contribute to their long term profits but more to their stakeholders value. There can be several similar cases of similar organizations as well and many others would be doing similar efforts and would have been lauded about that. But all of it suggests the relevance of public relations as an important part of integrated marketing communication.

Just to remind you that public relations can stand alone at a larger level with little support from different modes of integrated marketing communication or it can support different micro modes of integrated marketing communication or it can equally participate in whole of the process of integrated marketing communication as such depending upon the need depending upon the emphasis and effectiveness we associate with our public relations exercise.

That is all from my side on public relations.

Goodbye for now.

See you next time.