

Integrated Marketing Communication
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Module No # 02
Lecture No # 09
Effectiveness of Communication Part-I

Welcome, friends, welcome back to the session on integrated marketing communication. Now, we will be focusing on the effectiveness of communication largely. Moreover, from now onwards, you will also be moving towards the consumer behavior perspective related to integrated marketing communication. And then, we will percolate different modes of communication in due course of time.

So, focus on the effectiveness of communication. Why should we be worried about the point of contact at all? So that is the perspective of the next few minutes. Now let us work out the reason what are the reasons why we should be focusing on the effectiveness part. There are obvious reasons such as cost and we all know which we will decide for in due course of time.

What kind of role do advertisement agencies play in developing integrated marketing communication in due course of time. Moreover, they would be trying to analyze how it was created. However, for now, to understand the cost perspective, look at 2, 3 elements. There are several people involved in developing marketing communication. Some people conceive it, write it, create the storyboard, and film it if it is visual or audio.

And then some singers sing because they are musicians who compose the tune's lyrics. And then storyboard is developed with the actors who play roles specifically. Then a large number of people are involved. So as many, several more significant people are the cost, even if larger numbers are not. Then there are several other costs involved, including release cost or purchasing the space and time if we are talking of newspapers and television.

So the cost of communication is high, and it is increased substantially. Then you see the purpose of the contact at the end is to generate the effect. And effect must be seen in terms of revenue results related to whatever we are conceiving. For example, we are focusing on developing the brand name, logo or symbol of the company or any other thing.

For example, we are focusing on developing our corporate image. Then we are advertising jobs, which we think of as the result of communication. So that is an apparent reason because the

effectiveness helps us reach the impact. To grow every organization, every product what's to grow and communication as we have seen in preceding sessions and discussions.

Communication supported that growth last time. Also, do you remember when we discussed, though, briefly the relationship of integrated marketing communication with the product life cycle. We talked about how communications support the trajectory in terms of the life cycle of a product. So to grow and see growth impetus, we have continuously been given different forms of communication and other modes of communication.

And that there are thousands of examples we also discussed the product which we find not changing in due course of time. But they have been moving towards a growth trajectory for a long time, and then there are several brands, for example, Coke and Pepsi. And one of the essential elements of the reasons associated with the effectiveness of communication is that all should know about my products or brand name.

Even if people are not associated with that directly, people should know that is the honest desire of the organization. And even if there is some prospective buyer who would be buying that after an ever long time, we discussed that earlier. So these are some obvious reasons and there are not so apparent reasons beyond being so obvious.

For example, and then here I will put you through some entertainment related to some tools which we would be playing definitely with due acknowledgment to the sources of the tune which is playing right now. So now you heard of several names, and you have used these kinds of products like you have used services of yahoo, you have used Kodak, or you have listened to about Kodak.

There was a car called Matiz in India which did very well, Vimal only Vimal and then Hamara Bajaj that was the part of the life of so many people. So hear these tunes one by one and enjoy and try to remember the impact of those communications generated on us. How are those products represented by these tunes or music in those advertisements?

So it was a part of our life along with those products, so hear a few of them.

And then find for ourselves, remember this Hamara Bajaj. How well it was such an intense part of our lives. Almost every household was associated with this scooter families used to commute on this vehicle. And there were so many things and stories related to this scooter in Indian families. There would be many pictures when you talk to people who had this scooter.

I still find so many people riding on the scooter so that you will talk to people, and they would

show you pictures and photographs wherein they are talking to their kids somewhere. And they were riding their scooter and so on, recalling that this was a significant part of life.

Now, let us hear something else, LML Vespa was also a highly sold scooter, and millions of people associated with this. These products recall how intensively occupied our lives or they were part of lives. How intensively are they associated with us?

Now hear one or two more, and that will give us an idea only Vimal, a significant part of our lives. I remember that in the eighties, if I am not wrong, children used to tell their parents to take them to shops to purchase only Vimal. Young girls, young females that there were Vimal's sarees also so and this fabric were known around the country and it occupied very intense purchasing desire amongst the customers.

And this communication worked very well because there were fewer advertisements, there were more inferior modes of communication. There was less time on television which people were spending together. But there was a creative advertisement of the products selling well and exceptionally well. I remember people who desired to purchase the Bajaj scooter booked it in advance.

And there were several models people used to wait for many months before they could write one of those homes.

So let us hear one or two more, then we will find this was the time when milk was promoted. Because somehow, it resembled the upcoming generation was supposed to keep themselves healthy. And at milk somehow as a product as to be supported because people were not finding it as an over a counter product. So people purchased it from a milkman who used to deliver it to their homes.

And definitely in metropolitan cities, dairies were supplying that through bottles and whatsoever. But this had to be focused upon the perspective that people should go and purchase it or people should find it suitable as compared to any other beverage for that matter. So that was when this was promoted, and this worked very well.

So now, remember this advertisement that was a very effective small boy who gets annoyed on something and then he left, and he leaves home, and Ramu kaka goes behind him to look for him. This boy is sitting at the railway station and says that I am leaving home, and he says that mama has prepared Jalebi. I would have mentioned this earlier as well as somewhere, but this was so creative that it gave a solid impetus for the product.

And it started selling high, so hear one or two more because we are going with this. So let me bring one or more to you.

Exciting advertisement and that was the time when paints started focusing on being a B to C product. So directly selling to the customer by pulling the customer toward the product; was the call when these paint companies started taking up. And these advertisements became the mode of attracting the customers directly to the counter, asking for such kinds of paints and their chosen colors.

And today, we have come up with a different kind of people who go to the shops, and they use computers to make their colors and combinations and purchase. And they show them how their walls would look and how they would decorate their walls.

And then that is the beautiful change the paint industry has gone for, but that was when it was primarily sold as a B to B product. I should not say exactly B to B, but definitely, people had a vague idea that there is a difference between X paint and Y paint. But people used to follow the recommendation of the painter who came to your homes, and they used to paint your walls.

But that was when marketers of these companies and the advertisers decided that people should remember the names and have a differentiation point in their minds. And they should come to the shop and directly ask for Nerolac, it was doing well and create a bus with beautiful advertisements. Let us look at one or two more such kinds of tunes.

And then hear those Nirma, primarily a detergent company, entered into soaps and bathing soaps. And then projected their products as beauty soaps, and that was when they came up with this kind of advertisement, which was working very well. And we all know that Nirma is a detergent doing exceptionally well over time, they have built a vast customer base.

And then their advertisements and tunes we have all know, there have been times tested and they have been consistently a part of the lives of people or those jungles in our minds. So this was one of those wherein their detergent jungle was exceptionally well. If you play it for a few seconds, you will recall this Nirma detergent.

And here we just saw Nirma bathing soap which was a consequent product associated with a similar customer base that Nirma decided to come with.

And now let us see 1 or 2 more, and then they will come to the subject of differentiating between a Makan and a constructed premises compared to being home. That was the call, the objective of this advertisement, and a beautiful storyboard and storyline. And wherein “Har Ghar Kuch Kehta

Hai” expression of a home. So, we have just gone through some famous tunes and recalled the memories associated with those products.

Probably many of you would have spent your childhood where those products would have been around, and you definitely would have had such a photograph with you. Having those products still in those photographs and so on. So the fundamental elements we are trying to discuss are the reasons for effective communication. So we just saw obvious reasons for effective communication and are focusing on not-so-obvious reasons.

Not-so-apparent reasons are primarily associated with those products, even if they do not say. The messages and advertisements stay now. What difference does it make?

On one side, we find out that life of messages help in sustaining the lives of the product that is one part. For many products, we have realized that messages are the same, their positioning is the same, the products are the same, and their life is getting sustained growth or stability, whichever way you want to look at it.

For example, numbers of customers are there, and people are using it consistently many times. If you find any of these messages, we find that products are not there, but Amara Bajaj traverses into when it supported the growth of Bajaj with different kinds of products. When they came with motorcycles and resided back in the scooter business, they actually vanished that product from the market.

And in the motorcycle market, they did well, so Hamara Bajaj traverses through the memory of the people who were motivated to go for the motorcycle of the same company. I am not saying that this would have been the specific reason for that am not saying that primarily was the reason, but it remained in the memories of people.

And those memories instigated perspective about an upcoming product, so because ads and messages never die, the jingles remain, and the songs remain. So if you want to revive those products someday, you can. Have you heard that the Jawa motorcycle has been revived, and they have come back? And then definitely, you would have seen Enfield doing suitably well now.

As far as the Indian automotive space goes, there was a time when Enfield almost stopped selling, and for quite some time, it did not sell. Now it is going fine basically, so it was those messages those advertisements remained actually. Then when they want to revive those memories, those messages help in the revival. So, here comes a lesson that messages and advertisements do not die.

And there is a life cycle dip in the product, so if you want to revive that life cycle and stay back to its growth trajectory, you can pick up the chord of that memory created by the message amongst the customers. Because that has a sustained positioning of that product in the minds of the customer, that message is the reason for that positioning to be there.

Those that have created a space there are psychological and sociological reasons. Then when we refer to consumer behavior and the relationship of communication with each other, we will discuss that in the subsequent few sessions. But here, the message is that if you want to innovate upon the product to revive that in a different form, take it from a product line stage.

One stage of a product, this stage in a product line is helpful to the other stage. And if you feel that downside is coming and if you foresee that coming basically, then definitely you would be putting up some change or some addition to the message. Or go back to the original message and at sustained the initial response levels that the original message got.

For example, Hero motors utilized similar kinds of messages or perspectives associated with the messages in their advertisements later on as well to capitalize upon that, and then there are products which are sustained that chord that their initial messages generated, when they went for a different kind of repositioning exercise as far as the product goes.

So to summarize, apart from obvious reasons, when we talk about them, the most crucial element is focusing the downfall or reviving that. So their messages are used, or an effect of communication is used, or a product has vanished, and you want to come back someday, it is also used. Or you want to come up with a different kind of product while generating the same chord your initial product adds in terms of name or in terms of memories creditability, whichever way you want to look at it.

And if you are coming with something entirely new, it will also be beneficial. So this is an essential element of the requirement for communication effectiveness in due course of time. So, now, in the end, as far as this particular lesson goes.

Communication gives you the strength to remain in the minds of the customer, and that is the crux of the takeaway from this particular session. So remember that the only thing which would remain with you would be the words, the pictures, and the tunes related to the message in association with the particular kind of product. We will see how it works in later sessions; for now, remember this, cherish this see some other tunes go to some websites, try and find some older advertisements enjoy those.

Try to think about what kind of memory those carry from those days or those advertisements or

those messages, and even if you are not there, try to talk to some elders in your home and ask them what their favorite jingle or message was. And try to ask them about the memories associated with that jingle, and you will realize what the lesson we have learned today is.

So goodbye for now. I will see you in the next session; thank you.