



Studying the Impact of Indian Patriotic Advertisements on Brand Building

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Abstract : When we are celebrating Azadi ka Amrit Mahotsav on the occasion of 75 years of Independence. India, from the very beginning has uncountable cultures, traditions, religions, languages and people and all are united by a single term and that is INDIAN. The relationship of Indians with India is same like a mother have with her child. Patriotism is a feeling that can't be framed into words; every Indian can feel it but can't express it. Every Indian expresses their patriotism in different ways and different roles, but in the recent year's patriotism become a regular/common theme for the advertisers/brands to appeal the consumers, where they seems like a patriot who thinks about the country, its growth and improvement and in end tries to build their brand as well. This study analyzes advertisements on patriotic themes and how they are impacting on brand building, what is the meaning of patriotism in these advertisements, relationship between the advertisement and product features, at which time period these ads are telecasted the most, and the recall value it creates for the brands, these are the some objectives that has to be achieved. The research study examined 7 advertisements centered upon the theme of patriotism and what is its impact on brand building. These advertisements included following brands that are **TATA TEA, CADBURY, PARLE-G, UNITED COLORS OF BENETTON, TATA SALT, PATANJALI, AMUL**. The study concludes with the result that Brands mainly uses Patriotic theme in their advertisements to generate awareness about a particular issue and to maximize their sales and profits.

Keywords – Patriotism, Patriotic Advertising, Brand, Product recall and Brand Building.

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