

# ANALYSIS OF TOURISM ADVERTISING CAMPAIGN: WITH SPECIAL REFERENCE TO INCREDIBLE INDIA

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## Abstract

The tourism industry must use advertising as the primary tool for its professional gain. The successful promotion of tourism in each country is based on cultural values, and the professionals understanding of advertising and its values. Professional advertising can be seen as a winning tool for the economic development both inside and outside of the given country. Objective of this study is to evaluate the tourism advertising campaign of Incredible India and find out the tourism advertising campaigns organized worldwide. This research is based on descriptive research design. For the research, universe of the study was worldwide tourism advertising campaign organized by various countries time to time. A sample of seven campaigns has been selected on the basis of simple random sample. For simple random sample, first of all a list of tourism advertising campaign prepared and after that random number was generated by computer. Researcher find out that investment in tourism advertising campaign give good return in employability and Gross National product.

**Keywords:** Advertising Campaign, Tourism, Incredible India.

## Introduction:

There are various ways to increase the market in the tourism industry. The use of a brand name in getting the public attention works well or method of regional cooperation in tourism, however, the use of advertising as the primary means of success requires a careful analysis of the tools in the fields of scientific, social and economic behaviour. Advertising is defined as the activity or profession of producing advertisements for commercial products or services. The tourism industry must use advertising as the primary tool for its professional gain. The successful promotion of tourism in each country is based on cultural values, and the professionals understanding of advertising and its values. Professional advertising can be seen as a winning tool for the economic development both inside and outside of the given country.

Inappropriate, insufficient, inadequate advertising can be waste of money and energy. The advertiser is required to identify the target audience and tourism which will increase tourism, investments and other positive behaviour dependent on the volume of the advertising aimed to attract the tourists. In print, television and radio stations, each stage has a specific affect on tourism industry. Each country's tourism industry can generally be measured by its ability and plan and after reviewing the country's interest and need for the industry; then strategies can be planned and improve the development of the industry.

India is famous for its culture, tradition and rituals. The country where “atithi Devo Bhava” (Guest is God) has remain a tradition for millions of years, where guest is treated as god. The tagline of incredible India advertising campaign was

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also Atithi Devo Bhava. India has a history of numerous foreign travellers and writers who visited the country and loved it. Their accounts and memoirs are filled with lively and beautiful description of its people and land. From Megesthenes to Fa-Hien and Hiun-Tsang, from Ibne Batuta to Vasco de Gama and Thomas Roe the list is long, India welcomed all.

### **Objectives of the Study**

1. To study the tourism advertising campaign of Incredible India.
2. To find out the tourism advertising campaigns organized worldwide.
3. To analyse the aim of tourism advertising campaign and their effects.

### **Hypothesis of the Study**

1. Investment on tourism advertising campaign is lower than other campaign.
2. Tourism advertising campaign plays a favourable result in tourism industry.

### **Significance of the Study**

In present era advertising is an effective tool for the promotion of nay business. Tourism services can be promoted by the advertisements. Analysing the selected advertisement “Incredible India” for the tourism promotion, present study signifies that, how the advertising campaign for tourism promotion may helpful and the study will, reveal that what measures should be taken to promote the tourism services in future.

### **Literature Review**

G.H.F. Horenberg conducted a study on tourism advertising campaign entitled TOURISM ADVERTISING COMPARING THE EFFECTS OF PUSH & PULL FACTORS IN ADVERTISING: A CROSS-CULTURAL PERSPECTIVE. For this research two preliminary studies were

conducted to measure push and pull factors and to develop the advertisements. The main study was a single factor design and by means of a questionnaire showing two types of advertisements it measured the effect of tourist motivation (push vs. pull) on advertising involvement, intention to visit the website and intention to visit Canada, when controlling for culture. Results showed that no effects for tourist motivation but did reveal the importance of culture in determining differences.

For the intention to visit Canada, there was a significant effect for culture, with Germans having a higher intention to visit Canada than Australians. Hassan salehi and Morteza Farahbakhsh conducted a research on tourism advertising in 2014 entitled TOURISM ADVERTISEMENT MANAGEMENT AND EFFECTIVE TOOLS IN TOURISM INDUSTRY. The finding of this research was the method and language of the advertisement is one of the most basic decisions. In addition, should logically be printed and or spoken the native language of that country. Additionally, an advantage which could be of importance, is to consider the use of the internationally accepted language (i.e. English) when advertising as this may increase the number of interested customers.

### **Research Methodology**

This research is based on descriptive research design. For the research, universe of the study was worldwide tourism advertising campaign organized by time to time. A sample of seven campaigns has been selected on the basis of simple random sample. For simple random sample, first of all a list of tourism advertising campaign prepared and after that random number was generated by computer. In this research only secondary data has been used. Data is collected from

various reports and tourism ministry websites.

## **Data Analysis**

Analysis of Incredible India Tourism Advertising Campaign

The first marketing initiative of its kind, Incredible India was conceptualized in 2002 by Creative Director, O&M Delhi V. Sunil and Joint Secretary, Ministry of Tourism Amitabh Kant. The primary objective of this branding exercise was to create a distinctive identity for the country. This resulted in the iconic "Incredible India" logo, where the exclamation mark that formed the "I" of India was used to great effect across all communications. The campaign successfully established India as a high-end tourist destination, generating a 16% increase in tourist traffic in the first year. In the second year, the Incredible India campaign focused on spiritual tourism, resulting in a 28.8% increase in tourist traffic and a number one ranking in the Travel and Leisure readers' survey. In 2003, Condé Nast Traveller selected India as one of the top ten preferred destinations for the discerning traveller. "India's results are very exciting and show the country's increasing popularity amongst sophisticated travellers. It also reflects very positively on the individuals involved in promoting India as a premium tourist destination. In January 2004, Lonely Planet conducted a survey in 134 countries to select the world's favourite destination for individual travellers. India was ranked among the top five favourite international destinations in the global survey (the other four were Thailand, Italy, Australia and New Zealand). According to Lonely Planet, "the respondent for the survey was today's independent traveller, professional, with a degree or post-graduate qualification who is

aged 25 to 34." The 2003-04 campaign went on to win many prestigious awards, including Gold at PATA and the Bombay Ad Club.

In March 2007, the global brand campaign, an evolution of the 'Incredible' theme, which was unprecedented in terms of quality and scale was extended to the Internationale Tourismus Bourse (ITB) Berlin – the world's largest travel and tourism show – where India was participating as the Partner Country. The entire project was directed by V. Sunil and Amitabh Kant, with support from tourism ministries across the world.

The campaign used the entire city as a canvas- covering it with large billboards, branding on taxis and buses, vibrant graphic art and 3D installations. Signalling a new level of sophistication in India's branding strategy, the ITB campaign overwhelmed the international media and trade. India Now was a three-month long campaign designed to showcase India's accelerating economy and ever-evolving culture. It was organized from July to September 2007 in London and featured events, activities and festivals across the capital dedicated to Indian art, film, food, theatre, music and fashion. As part of the campaign, buses and taxis plying along the main routes in London wore vibrant Incredible India colours and messages. Outdoor panels in 150 bus shelters featured images of India that corresponded to the names of famous London Underground stations, creating a dramatic and amusing contrast. An estimated one million Londoners and visitors to London participated in these events. There was also a 16% jump in inbound tourism from the UK.

This special campaign was designed to attract a global film crowd at the International Film Festival at Cannes. Large

outdoor posters showed off India's diverse and picturesque locales - from the golden beaches of Kerala to the Tiger reserves of Madhya Pradesh - with cinematographic-themed headlines such as 'Location for Hire' in French. The year 2007 not only marked the 60th year of independence for India but also celebrated the arrival of India on the global platform. The Incredible India@60 campaign was launched in New York from 23rd-26th September 2007 to coincide with the UN General Assembly session. The combination of the four-day event and the General Assembly created the perfect opportunity to showcase the best of India to world leaders, top international business moguls and the public. Incredible India@60 took India's extraordinary energy and cultural diversity to the watching world. Billboards at Times Square, taxis, buses, bus shelters, TV and radio announced the arrival of a brand new India. With eight ministries, eight overseas partners and 41 events – including four gala dinners, 13 conferences and panel discussions, nine cultural shows, seven receptions and eight ongoing events – it was a grand show that maximized India's presence and visibility to the world.

In 2008, The Colours of India campaign emphasized India's diverse cultural spectrum. Featuring breathtaking images and colour-based headlines such as Coffee Brown and Red Hot, the campaign was launched globally in 71 leading newspapers and magazines. Using traditional and interactive media - print, outdoor and the internet - India was positioned as a unique and vibrant destination for tourists. The India Tourism 2008 campaign was based on the experiences of those who came to visit India as tourists and stayed back to make India their home. It takes a special bond with the country and its people to give up everything you know and

set up home, take roots in India. These are the people who've truly embraced the culture and assimilated it into their being. As opposed to those who've simply being 'bitten by the India bug'. Staying back is prompted by a decision that will change their lives forever. It is not a mere whim or adventure. It is the commitment of a lifetime. There are several people like this in India and we went through a careful process to select the ones who we felt could be ambassadors to our culture. The creative idea employed a simple device that stated their country of birth, followed by text that said 'Motherland India'.

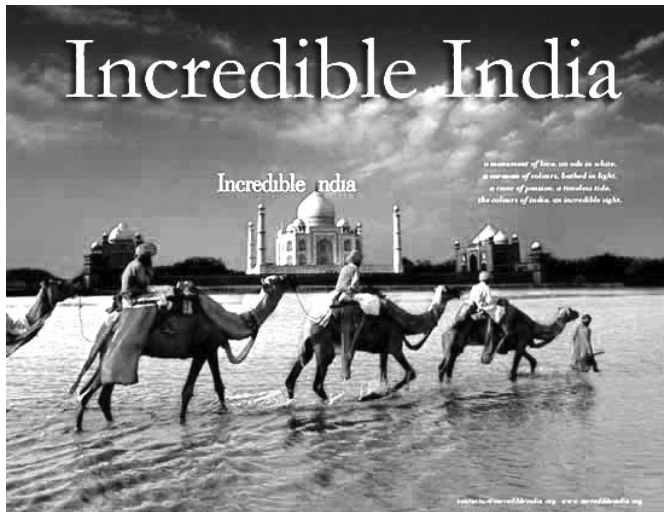
### **Impact of Incredible Tourism Advertising Campaign**

According to spending data released by Visa Asia Pacific on 4<sup>th</sup> March 2006, India has emerged as the fastest-growing market in the Asia-Pacific in terms of international tourist spending. The data revealed that international tourists spent US\$372 million in India in the fourth quarter (October–December) of 2005, 25% more than in the fourth quarter of 2004. China, which came second in the region, was successful in making international tourists fork out US\$784 million in Q4 2005, a growth of 23% over its Q4 2004 figures. The tourist spending figures for India would have pleased the Indian tourism ministry, which had been targeting the high-end market through its long-running 'Incredible India' communication campaign.

### **Incredible India Tourism Advertising Campaign 2.0**

The Tourism department of India would launch Incredible India 2.0 Campaign across the world, besides setting up five special tourism zones in the country. "Tourism is a big employment generator and has a multiplier impact on the economy. Five special tourism zones anchored on SPV

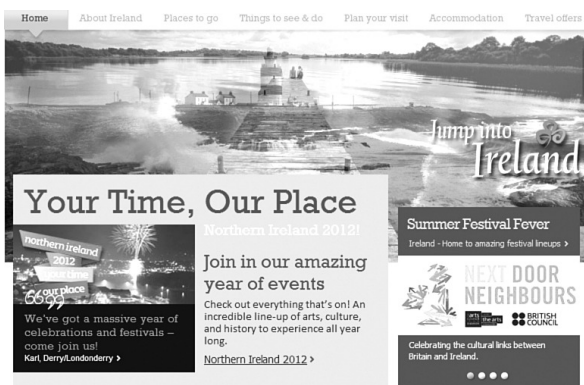




(special purpose vehicle) will be set up in partnership with the states," Incredible India is a flagship programme of the Tourism Ministry aimed at boosting tourism in the country. Foreign Tourist Arrivals (FTAs) during December 2016 were 10.37 lakh as compared to 9.13 lakh during December 2015. The US accounted for the highest share of tourists arrivals, followed by Bangladesh and the UK the last month. The growth in overseas tourist arrivals in 2016 stood at 10.7 per cent with a total of 88.90 lakh as compared to 80.27 lakh in 2015.

## Analysis of world tourism advertising campaign

### TOURISM IRELAND - Escape the Madness



Tourism Ireland organized a tourism advertisement campaign with the tagline 'Escape the Madness.' Advertising budget of this advertising campaign was €500,000. The scheme publicises Ireland as the place to get away from it all with more than 200 large advertisements shown at different Tube stations, targeting commuters during rush hour and highlighting Ireland's open spaces and lack of congestion. Further campaign support comes from Tourism Ireland's social media channels. The latest phase has seen Tourism Ireland create a short film featuring a cameo appearance and voice-over by Chris O'Dowd, star of The IT Crowd and Bridesmaids, encouraging visitors to Ireland. The target audience of this tourism advertising campaign was primarily those living in London, but also appeals to those visiting London for the games.

### VISIT FRANCE - France, come and play

Tourism France organized a advertising campaign named France, come and play. Budget for this advertising campaign was £600,000, part of a larger 10 year budget. The "France, come and play" campaign is encouraging those living and visiting London for the Olympics to cross the channel to France. It comes as part of the ten-year multi-million euro "Destination France" campaign, celebrating France as a top travel destination. The "France, come and play" campaign has been promoted through all social media channels and has been given its own website, [www.gotofrancenow.com](http://www.gotofrancenow.com). The project also employs 23 different campaign images, each of which is paired with an Olympics-themed slogan. These ads have been placed in key hot spots across the city as well as on the tube, trains and buses – appealing to the commuter who might want to escape busy London. However, the campaign

came under criticism lately after it was found that images used in the promotional shots were of non-French beaches, including ones in South Africa and Florida. Target Audience of this tourism advertising campaign was International tourists travelling to England for the Olympics and Londoners wishing to escape the congestion and stress of Olympic London.

### **Brand USA - Discover America 'Land of Dreams'**



United State of America organized a tourism advertising campaign named 'Discover America Land of Dreams' in 2012. The first ever fully integrated global BRAND USA Budget was \$200 million marketing campaign for the USA with the purpose of encouraging travellers from all over the world to visit. The aim of Brand USA advertising campaign was to create millions in spending and tens of thousands of new jobs for Americans in the tourism sector. The campaign was created in partnership with JWT communications agency. This advertising campaign was Launched in March 2012 and promoted using a mix of 60, 20 and 15 second worldwide television adverts which feature Rosanne Cash, daughter of Johnny Cash. The campaign also includes digital, mobile, billboard and print advertising along with a strong online

presence through country's specific Facebook and Twitter pages showcasing targeted promotions. There is also a newly re-launched website DiscoverAmerica.com acting as visitors' information portal for trip planning. Target Audience for this advertising campaign was Global. Following a three tier model the first wave of foreign advertising launched on 1 May in the United Kingdom, Japan and Canada with a budget of \$12.3 million. A second wave will follow in Brazil and South Korea and the third in China, Mexico and the remaining EU states. Over the long term US Travel Association expects to achieve a 20:1 return in visitor spending for every dollar spent on advertising.

### **CANADIAN TOURISM COMMISSION: Canada Keep on Exploring**

Canadian tourism commission started a tourism advertising campaign 'Canada Keep on Exploring' with aim to explore the tourism sector in Canada. For this campaign, The Canadian Tourism Commission was entrusted with a \$48million investment from Canada's Economic Action Plan organisation to spend over three years of campaign activity. The aim of this tourism advertising campaign was to engage in an advertising programme within Canada and undertake new activities in the priority international markets of the US, China, India and Brazil. The 2009-10 'Locals Know' campaign urged Canadians to travel within Canada and "explore the Canada they didn't know". There were also a series of US summer campaigns, marketing in American's key cities such as New York and Chicago. The 'Say Hello to Canada' campaign was launched at the official opening of the Canadian Tourism Commission's marketing centre in the heart of Beijing, running in leading newspapers and travel and lifestyle magazines such as Shanghai Weekly. A £3 million branch of the

campaign also ran in the UK. Additionally, the campaign ran on social media and video-sharing sites, search engines and micro blogs as well as travel, lifestyle, news and culinary websites. The “Laying the Foundations” campaign ran in Brazil and India, laying the grounds for tourist growth and securing partnerships to advance Canada's brand awareness. Target Audience for this campaign was also Global community. Majority of investment was spent in the Locals Know campaign, generating over \$150 million in federal tax revenue. The US campaigns generated nearly \$82 million. It is expected that by 2013 China will be Canada's third-largest overseas market for travellers, generating an additional \$300 million a year in tourism revenues by 2015.

### **TOURISM AUSTRALIA - 'There's Nothing Like Australia'**

'There is Nothing Like Australia' tourism advertising campaign was executed by tourism department of Australia. The Budget for this campaign was AUS\$250 million. A campaign designed to be long-lasting and flexible, and one that could evolve to stay relevant for target consumers in a highly competitive and fast-changing global tourism environment. The objective was to

focus on both the domestic and international traveller, and convey the message that Australia is a must-see destination with some of the best tourism experiences. The 'There's nothing like Australia' campaign launched with a \$4 million commercial featured in broadcast, cinema and digital. The creative employs a unique soundtrack which was tested both pre and post-exposure to ensure it was a good fit for the 16 experiences shown in the TVC. A new interactive tablet app was released as well as new print and digital executions, including interactive and rich media digital advertising banners. Multi-platform social media campaigns, including online video content and short films, were used to reach wider audiences and new destination content for australia.com, the website at the heart of the campaign, was revealed. Tourism Australia also partnered with luxury hotels website Mr&Mrs Smith and TripAdvisor to help tourists plan trips. Since its May 2012 launch the campaign has appeared in 25 countries and has been translated into 17 languages. Target Audience for this campaign was Global tourist. The campaign was designed for a broad target audience focusing predominantly on leisure travellers who are highly predisposed to visit Australia.

### **Findings & Conclusion**

1. In tourism advertising campaign, Planner use multimedia means to communicate the targeted audience.
2. Most of the tourism advertising campaigns are global.
3. In tourism advertising campaign, not only government but also hotels and other tourism participating agencies gives support.
4. Tourism advertising campaign make good return in employability and GDP.



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