
NEW FACE OF ADVERTISING : DIGITAL ADS IN SEARCH OF A UNIQUE AND ENGAGING CONTENT IN INDIA

□ Sandeep Kumar Gupta

Abstract: The role of digital is incredible to boost the creativity in terms of the advertising strategy. The advertising strategy is becoming stronger now from the past couple of years. The style of presentation of digital ads and the quality of content has become interesting and meaningful. Digital advertising through the social media channels like YouTube, Facebook, Instagram, Twitter, and whats app, is setting a new face of advertising. In social media, there are some ads with the strong contents, which are initiating new strategies for advertising. Therefore, these new initiatives of advertising had been discussed in this paper with some examples of digital advertisements.

Keywords: Digital advertisements, New advertising, advertising strategy, engaging ads

Introduction

Advertising, a form of mass communication is an integral part of media. It is a major source of economy of media by financing in a huge amount, and that's why it's also considered as the backbone of a media. And being an integral part of media, this advertising is everywhere whether it is radio, television, internet, mobile phones or newspapers, magazines, pamphlets, banners, hoardings etc... From outside to home, and from home to bedroom, we are completely surrounded by various mediums throughout our lives; as a result, the advertisement is always with us since morning when we wake up till sleep at night. Whether we like it or not, but often come across with advertisements through the various mediums. This advertisement does not only introduce and inform the product but also affects our mindset,

perception, and behavior. Though the ad's message may be short but are enough powerful to shape our thoughts, beliefs, and behaviors; and numerous research has been done on this that proves it right (Narasimhamurthy, 2014; Nazeer, 2017). So, it becomes very important that the message or content of an ad should be healthy and good enough to watch. But contrary to expectation, the ads in general, if we see we find that they are unattractive, irritating, annoying and meaningless content. Hence, the willingness to watch ads is decreasing and audience often has the avoidance behavior towards such clutter of ads.

However, now we are coming to see some changes from the past couple of years and specifically in the internet or digital medium. With this new medium, the content or message quality of ad has become interesting, meaningful and good

**□ Ph.D. Scholar, Dept. of Electronic Media & Mass Communication, Pondicherry University,
Puducherry- 605014**

enough to watch. Advertising strategy and the style of presentation of ads have been also changed. Content value is becoming stronger and healthy. Therefore, we will be discussing here with some examples of the digital ads that are with value-based contents, which creates a new interest in people and make them watch.

Digital ads – a new face of advertising

Digital medium ads are, that we often see in social media channels like YouTube, Facebook, Instagram, Twitter, blogs, and what's app. Social media provides an open platform to the marketer/advertiser and the audience too. It is with the striking features like the instant response, convenience, flexibility, and cost-effectiveness. The usage of social media in India is also in exponential growth, and many factors are responsible for this growth. Affordable cost of smartphones and falling internet data prices are attracting people to use the internet and social media. Due to the ongoing surge on internet in the country, the digital advertising industry is also growing by leaps and bounds. According to the Global entertainment and media outlook report of 2018, India is the fastest growing country in the digital advertising sector, (see the report). The smart device, government initiative of digital India campaign, 4G technology are also further alluring to bring the digital revolution. Hence, in this digital environment, many big and small companies are using social media in creative ways to market their products. The role of digital is incredible to boost the creativity. This medium connects the customers interactively and freely.

Furthermore, it is not only the power of the medium of the internet or social media that is enhancing the growth of digital advertising; but the content quality of advertising is also responsible

to empower it. There is a transition in advertising trend has come into the light through this social media. In social media, there are some value-based ads with their engaging contents that make us stop to click and watch rather zapping or avoiding. The digital ads are coming with its various campaigns that have been viewed in social media by millions of viewers. Digital ad campaigns that have been seen recently, are like, 'Samsung Cares', Mirinda's 'Release the pressure', Amazon's 'Mom be a Girl again', Surf Excel's 'Ready for life' & 'NekiEkIbadat', Anouk's 'Bold is Beautiful', and Philips India's 'The Silent Couple' etc. Which are with the strong contents on relevant social concerns and with the appropriate creative strategies.

Value-based advertising with engaging content

Though content has always been the prime force of advertising and after the advent of digital media, it has become the soul of advertising. And this influence has affected a bit television medium too. Beyond jingles and copies, content plays a remarkable role in social media channels. There are numerous digital ad campaigns with value-based and engaging contents. For instance, Amazon's 'Mom be a Girl again'- a widespread advertising campaign of Amazon released in 2016, created and conceptualized by Ogilvy & Mather ad agency. There is a series of ads under this campaign that focuses on mothers who sacrificed their passions to bring up her children. It encourages the viewers to help their mothers relive their childhood dreams. Surf Excel's 'Ready for life'- Hindustan Unilever's detergent brand Surf Excel released ads in 2016 by Lowe Lintas ad agency. In this ad, a little boy is going out of his way to help others and dirt his dress. It is an extension of the 'Dirt is Good' (*Daag Acche Hain*) global

theme. The ad content emphasizes the sharing and generosity virtues to help parents instill 'values' in their children through an action-oriented campaign. Anouk's 'Bold is Beautiful' – an ethnic wear brand Anouk from its house of Mynta launched the digital ads in 2015 by Ogilvy & Mather. The content captured the spirit of a woman by her bold approach and break the conventional behavior of the society by giving women a chance to choose what they wanted. The subject stands out with the issues such as single parenting, a woman's choice of her relationship, standing up against teasing and pregnancy bias at work. Therefore, while watching such ads, we are unable to identify sometimes the product's name itself, due to its content that creates the brand image through the various aspects on social-centric values, rather being the product-centric that harping its features over and over. The effective and creative power and the deeper insight idea of these digital ads are worth watching. Consequently, such ads are often recalled by the name of the story itself, not by the product name.

Sensitive and meaningful information

There are numerous digital ads and campaigns that tell the great stories with sensitive and meaningful contents. For instance, Nestle 'Educate the Girlchild'- Nestle India has launched an ad campaign to create social awareness on primary education for underprivileged girl children across India. Tata salt 'NamakKeWaastey'- Tata salt company launched a significant ad campaign in 2016 created by Ogilvy & Mather. The ads feature athletes Shiva Thapa, Babita Kumari, Inderjeet Singh, and Avtar Singh, separately. This ad is to build pride, awareness, and respect for our athletes, who tell their stories to make India proud. Vicks 'Touch of care'- launched in last

year, 2017 with the story of a transgender Indian mother, who adopts an orphan child. It was to make people recognize that everyone has a right to love and care. Hindustan Unilever ad '*Haath Munh Aur Bum*' on *Swachh Aadat Swachh Bharat*; Nike 'Da Da Ding' on female athletes; Britannia Good Day 'Smile more for a good day' with the simple yet very important message of smiling more often; Dell 'Anti rote day' creates awareness to eradicate rote learning from our education system; Manforce 'Shut the PhoneUp' talks about to indulge in safe sex and not make its video so shut the phone up. Therefore, the ads are coming in a kind of new practices of social, political, environmental, health and gender issues. They tell the great stories with creative and sensitive power.

Advertisements in search of Real Heroes

Another practice which is based on the real personalities or stories. The real persons and their inspiring stories connect the audience very effectively; and inspire, motivate with a long-lasting impression. As a result, digital ads are branding their brand with inspiring stories of lives lived by real people in India. The example of such few ads is like Neurobion Forte's 'Helping true heroes' and Bajaj's 'Invincible Indians' and Lifebuoy 'Help a child reach5'.

Neurobion Forte 'Helping true heroes'- Neurobion Forte, a medicine vitamin brand presents true heroes digital campaign with the stories of ordinary people whose selfless service to society makes them True Heroes. This campaign brings four ads of four different task's heroes from across country; Gazi Jalaluddin, Uma Muthuram, Damyanti Tanna and Archana Suresh. These heroes' acts happen all around us, but get unnoticed. But through this digital

campaign, it came into light and make every audience's heart swell up with pride.

Bajaj 'Invincible Indians'- A motorcycle company's new brand 'Bajaj V' urged India to identify invincible Indians, who helped for the betterment of society. Medicine Baba, Ambulance Dada, Forest-man, Fireman, Bridgeman, Iceman are some popular videos of this campaign's series conceptualized by Leo Burnett in 2016. For example- 'fireman' ad campaign is a real story of the man who fights with fires, Bipin Ganatra, a 59 years old person from Kolkata. He helped rescue people from more than 100 fires in Kolkata and now recognized as a volunteer fire-fighter in the fire department. Another ad of 'Ambulance dada' with the story of Karimul Haque, is a common person from Jalpaiguri, West

Bengal. He runs a bike ambulance free of cost for all time. He lost his mother because of the lack of medical facilities in the village, and with this incident, he started using a bike to take patients to the hospital in that inaccessible route. Thus, with a long list of such ad videos, this digital campaign salutes their undying spirit and portrays extraordinary workings.

Conclusion

All of these digital ads were rewarded with audience attention because of their unique and engaging content. These scenes struck a chord with large viewers in social media. In sum, such memorable ads by conveying meaningful messages subtly can encourage people to watch more advertising.

- 1- <https://www.pwc.com/gx/en/global-entertainment-media-outlook/assets/indian-summary.pdf> Retrieved on July 04, 2018.
- 2- Although, there are several ads that released under this campaign based on a specific theme as it mentioned above. So as an example one of it is herewith that retrieved July 04, 2018, from <https://www.youtube.com/watch?v=vBWKEb6gcRs>
- 3- To see the ad, click the link. Retrieved July 04, 2018, from <https://www.youtube.com/watch?v=C-jPrQzvE9E>
- 4- Retrieved July 04, 2018, from <https://www.youtube.com/watch?v=rz5rAFAvqCs>
- 5- To see the ad, click the link retrieved July 04, 2018, from <https://www.youtube.com/watch?v=0nWIWKvCNTE>
- 6- Retrieved July 04, 2018, from <https://www.youtube.com/watch?v=OljRWPPv6EQ>
- 7- Retrieved July 04, 2018, from <https://www.youtube.com/watch?v=Pv33mlSDAdQ>
- 8- Retrieved July 04, 2018, from https://www.youtube.com/watch?time_continue=166&v=76sG2-k3D7U and another ad of 'Ambulance dada' from https://www.youtube.com/watch?time_continue=91&v=HPMi42iAJeA

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