

## Sessions 21

### Public Relation, Publicity, Event management, Corporate Advertising

Public relations (PR), publicity Event Management and Corporate advertising are ways by which information about the organization, its products and/or its services may be communicated. These promotional mix elements are generally used in a different way in that they are not always designed to promote a specific product or service. Rather, they may be used to promote the organization as a whole, a cause or position advocated by the organization, or to create goodwill in the marketplace. In addition, at least one of these elements—publicity—is not always in the control of the marketer. Thus, while it may be possible to affect publicity in some situations, in many others the marketer may have to assume a reactive posture.

### **Public Relations**

Public relation is an important element in the promotion mix. Public relations (PR) refer to the variety of activities conducted by a company to promote and protect the image of the company, its products and policies in the eyes of the public. Thus it aims to manage public opinion of the organization. Public relations encompasses a broad range of communication activities used to create and maintain favourable relations between the organisation and its publics (Customers, employees, stockholders, government and society). Companies hire Public Relation Managers and Public Relation Agencies.

The functions of public relations manager and public relations agencies include:

1. Anticipating, analysing, and interpreting the public opinion and attitudes of the public towards the brand and drafting strategies which use free or earned media to influence them.
2. Drafting strategies to support brand's every campaign and new move through editorial content.
3. Writing and distributing press releases; Speechwriting, Writing content for the web
4. Planning and executing special public outreach and media relations events.
5. Developing a crisis public relations strategy.
6. Handling the social media presence of the brand and responding to public reviews on social media websites.
7. Counselling the employees of the organization with regard to policies, course of action, organization's responsibility and their responsibility.
8. Dealing with government and legislative agencies on behalf of the organization.
9. Dealing with public groups and other organizations with regard to social and other policies of the organization and legislation of the government.
10. Handling investor relations.

**Advantages Of Public Relations:** Credibility, Reach, Cost effectiveness

**Disadvantages Of Public Relations:** No Direct Control; Hard To Measure Success, No Guaranteed Results

## Publicity

In order to sell any products or services, your customers have to know that your business exists. Publicity is the process of creating public awareness of your business, brand, products, or services through media coverage and other forms of communication. Publicity is any promotional communication regarding an organisation and/or its products where the message is not paid for by the organisation benefiting from it - William J. Stanton

It involves speeches, interviews, conducting seminars, offering charitable donations, inaugurating mega events by celebrities, arranging stage show, etc., that attract mass media to publish the news about them.

### Importance of Publicity:

Like advertising and sales promotion, sales can be increased by publicity, too. Publicity carries more credibility compared to advertisement. Publicity does not involve direct cost. It offers a lot of benefits to the producers and distributors. The credibility level of publicity is much higher than advertising and other means of market promotion. People express more trust on what the third party independently says. It appears directly through newspapers, magazines, television, or radio by the third party. It is free from bias.

## Event Management

Event management is the act of organizing an event by implying the basic principles of project management. Events have become an integral part of the business community. They are a sure shot way to engage multiple stakeholders via a single platform. Therefore, events are mostly used as a launchpad for new products or service announcements, business networking and learning about new trends.

**The Most Common Types of Corporate Events:** Seminars and Conferences, Trade Shows, Executive Retreats and Incentive Programs, Golf Events, Appreciation Events, Company or Organization Milestones, Team-Building Events, Outdoor and physical group activities, Product Launch Events, Board Meetings and Shareholder Meetings

## Corporate Advertising

A firm's advertising is not always designed to promote a specific product or service. **Corporate advertising** is designed to promote the firm overall—either by enhancing its image, assuming a position on a social issue or cause, or seeking direct involvement from the market. This form of advertising is often considered controversial and/or of dubious benefit to the firm.

**Objectives of Corporate Advertising**— (1) creating a positive image for the firm and (2) communication of the organization's views on social, business and environmental issues.

**Types of Corporate Advertising**—Various types of corporate advertising are described.

- **Image advertising**—Advertising designed to promote the organization's overall image may include: general image or positioning ads, sponsorships, recruiting, generating financial support

- **Advocacy advertising**—This form of advertising is designed to promote the organization through the taking of a position on an issue rather than through the promotion of the firm directly.
- **Issue Advertising**— Another form of advocacy advertising, issue advertising, is designed to bring attention to a specific issue
- **Cause-related marketing**—A company links with a charity or non-profit organization as a contributing sponsor.

### **Advantages and Disadvantages of Corporate Advertising—**

Corporate advertising is not considered to be of value by all advertisers. Those citing advantages of this form of advertising argue that it offers an excellent means for positioning the firm and a way of reaching target markets not reached through other forms of advertising, and takes advantage of the efforts of public relations. Critics charge that it is of questionable effectiveness, and that it may be ethically wrong.

**Measuring the Effectiveness of Corporate Advertising**—The effectiveness of corporate advertising may be measured through the employment of attitude surveys, studies relating corporate advertising and stock prices, and focus group research may also be employed in this regard.

### **Sessions 22, 23**

#### **DIRECT MARKETING**

- A. Defining Direct Marketing—**Direct marketing** involves a total set of activities by which the seller attempts to elicit a direct action response—for example, a purchase.
  - **The Growth of Direct Marketing**—Direct marketing has grown tremendously in the past few years as a result of a number of contributing factors: the catalog, the use of consumer credit cards, direct-marketing syndicates, the changing structure of the market, technological advances, various other factors
- B. The Role of Direct Marketing in the IMC Program— (1) Combining direct marketing with advertising, (2) Combining direct marketing with public relations, (3) Combining direct marketing with personal selling, (4) Combining direct marketing with sales promotions
- C. Direct-Marketing Objectives— to build an image, maintain customer satisfaction, and inform and/or educate customers in an attempt to lead to future actions.
- D. Developing a Database—One of the most important parts of the direct marketing program is the development of a database. The database is the foundation from which direct marketing decisions evolve.
- E. Direct Marketing Strategies and Media—Direct marketers generally pursue either a (1) **one-step approach** or a (2) **two-step approach** in developing media strategies. In the one-step approach, the medium is used to directly obtain an order (for example, direct response television ads). In the two-step approach, more than one medium may be used, with the first effort designed to screen or qualify buyers and the second designed to generate the response. A number of direct response media are available to the marketer including: Direct mail, Catalogs, Broadcast media, Infomercials, Teleshopping, Print media, Telemarketing

**Types of direct marketing campaigns:** Text and email campaigns, Television infomercials, Direct mail marketing campaigns

Advantages of direct marketing are cited including: (1) selective reach; (2) segmentation capabilities; (3) frequency; (4) flexibility; (5) timing; (6) personalization; (7) cost efficiencies; and (8) ability to measure effectiveness.

Disadvantages include: (1) image factors; (2) accuracy; and (3) content support.

## **PERSONAL SELLING**

### ***THE SCOPE OF PERSONAL SELLING***

Personal selling will take on a more or less important role depending upon the characteristics of the firm and the marketplace in which it is competing.

### **THE ROLE OF PERSONAL SELLING IN THE PROMOTIONAL MIX**

**Personal selling** offers the marketer a number of advantages not offered by other advertising and promotional media. The **dyadic** exchange process allows for direct feedback, tailoring of the message and increased attention getting capabilities.

Determining the Role of Personal Selling— (1)What specific information must be exchanged between the firm and potential customers?, (2) What are the alternative ways of carrying out these communications objectives?, (3) How effective is each alternative in carrying out the needed exchange?, (4) What is the cost-effectiveness of each alternative?

The Nature of Personal Selling— Wotruba notes five distinct stages of personal selling:

- provider stage—activities are limited to accepting orders
- persuader stage—an attempt is made to persuade the market to buy the supplier's offerings
- prospector stage—seeking out buyers with a need and the resources to purchase the product
- problem-solver stage—the seller helps to identify problems, translate them into needs, and help solve them
- procreator stage—selling defines the buyers' problems, and the solutions through active buyer-seller collaboration

Understanding personal selling requires examination in respect to three areas:

1. Relationship marketing—The idea behind relationship marketing is the salesperson serves as a partner to the client, engaging in problem solving, need satisfaction, etc. The concept is to develop a long-term mutually profitable relationship.
2. The costs of personal selling—Personal selling is a very expensive means of communicating with the consumer. As noted on page 22-9, estimated costs per sales

call was expected to reach \$379 in 2006 while continuing to rise. These costs are even higher when you realize that one sales call is not likely to be enough to close a sale. As a result, personal selling is generally considered one of the most expensive of the promotional mix elements.

3. Personal selling responsibilities—Sales & Marketing Management magazine lists three categories of salespersons' responsibilities. These include order taking, creative selling, and missionary sales. Figure 22- 9 in the text describes these responsibilities in some detail.

#### C. Advantages and Disadvantages of Personal Selling

Advantages include: the ability to achieve two way interaction, tailoring of the message, lack of distractions, involvement in the decision process

Disadvantages include:

- inconsistent messages, sales force/ management conflicts, high cost, poor reach

### Sessions 24, 25

#### Monitoring, Evaluation & Control: Integrated Marketing Communication

##### **Introduction:**

##### **Monitoring & Evaluation:**

At the first lecture of the course, we have defined integrated marketing communications as the coordination and integration of all marketing communication tools within a company into a seamless program which maximizes impact of the value proposition on consumers at a minimal cost. We have covered many theories, tactics, tools that we can use in planning and execution of our market and communications. We have talked about different objectives we might have while communicating with our consumers and how we should be tailoring our communications according to these objectives. In a typical marketing communications campaign, we have some specific questions that help us while preparing our campaign. To whom do we address our communications? What is the objective of the communications? What are the specific points to be communicated? Which vehicles should we use to convey our message? What is the budget we need to allocate for our campaign? How will we assess the impact of our communications campaign?

Before we start any marketing communications campaign, we need to establish objectives, targets, and standards so the progress with respect to the target can be monitored during and after the campaign. Continued monitoring of performance against predetermined targets is essential in achieving effective and efficient integrated marketing communications. For example, if an objective is to increase brand awareness by 10% by the 31<sup>st</sup> March 2020, we can examine after the date to see whether the target has been met. Because awareness is not observable in the normal course of business activities, we may use a survey as an appropriate assessment tool to conduct our research. The means we choose to evaluate the effectiveness of our communications is critical. For example, evaluating our marketing communications activities with a before and after comparison of sales results might be unreliable because of the dynamic nature of the market.

The effectiveness of our communications campaign may be misjudged negatively if we ignore the fact that a major competitor introduced a new product and supported it with a significant sales promotion. Or our price discount activity may appear extremely effective during an economic crisis due to the increased price sensitivity of the consumers because of the crisis. Additionally, regardless of how powerful and persuasive our ad is, most of the people we are communicating with will not need what they're selling at that specific moment. However, if we can manage to establish a deep enough impression on them, they will remember our brand when they actually need to make a purchase. We need to measure the effectiveness of our campaign against our primary communications objective. It's important to do it in a timely manner so that we can adjust and optimize our performance during the campaign.

We measure our performance first within platforms to assess whether we have achieved our target for that specific platform. For example, for an online campaign, did we achieve our objectives in terms of click-through rates, dwelling time, or conversion rates? Then we measure our performance across platforms for an integrated view of the campaign. Depending on the objectives of our campaign you may choose different key performance indicators such as consumer loyalty, brand awareness, brand equity, customer engagement, advertising likability, advertising recall, consumer attitudes, number of email subscriptions, blog comments, tweets, likes and so on. The match between the objectives and the chosen performance criteria is important. Additionally, sometimes multiple analysis can be done for different performance indicators.

To have a more complete picture, it is recommended to work with multiple metrics and measure those metrics before and after the campaign to observe the direction and the magnitude of the change. We may also evaluate our communications more qualitatively. For example, we may evaluate the message and the physical design of a communications piece. Assessment of the physical design involves evaluation of the cognitive and affective elements, executional frameworks and advertising appeals used to communicate the message. Message evaluation can be done at any stage of the development process and attempt to measure the quality and impact of an advertisement or a promotion.

One way to evaluate the message is copy testing. This technique is used to assess consumer evaluations when the marketing piece is finished, or in its final stages of the development prior to production. It examines consumer reaction to the main message of the ad, as well as the format in which the message will be presented. Another message evaluation technique is advertising tracking. In this technique, consumers are shown a portion of an advertisement, or a few visuals from a TV ad without showing the brand name. It measures whether respondents recognize the advertisement and the brand. This technique allows us to measure likeability, unaided and aided brand advertisement, and message recall. Recent advancements in technology provide us some new tools to measure our communication materials. For example, eye tracking is a powerful tool to objectively measure consumers attention and spontaneous responses to marketing messages. It allows us to understand how the visual information of an ad is acquired by consumers. Eye tracking technique allows us to obtain information on the visual attention by analysing the movement of the consumer's eyes. We can examine how consumer's eye move, where they stop and what catches their attention. For example, it may show that in an ad with a model 75% of the consumers look at the model's face, but only 12% look at the brand's name.

Knowing how consumers examine an advertisement helps us optimize the design of our ads. Eye tracking studies use a video camera or a sensor to pick up light reflected from the eye to extract information on eye rotation and judge how the gaze falls on the stimuli. This technique also allows us to see the sequence of observation of the message by consumers. Cognitive Neuroscience is a brain measurement process that tracks brain activity. It allows us to observe how the brain is physiologically affected by advertising and marketing strategies. This technique unveils subconscious biases of consumers which could not be figured out by self-report studies.

Neuromarketing is the application of neuroscientific methods to analyse and understand human behaviour in relation to marketing information. It helps us understand which products and aspects of marketing offer or a communications material are more preferred. It also indicated when consumers merely focus on a logo or an attractive woman in the commercial. It identifies positive and negative emotions and the intensity of the emotions by the amount of neurons firing.

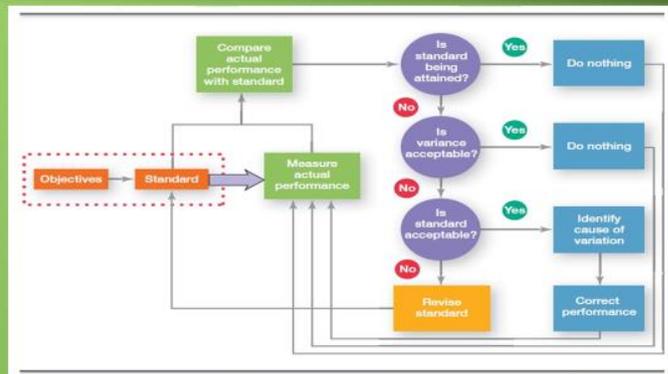
We see that many tools are at our disposal at every stage of integrated marketing communications campaigns. We need to make sure that the tools, the metrics we choose to assist our campaigns are relevant to our predetermined objectives and the characteristics of our campaign Controlling: Monitoring, Comparing, Correcting

Process:

- Setting Standards for Performance
- The standards should be set in a manner that allows them to be compared with actual performance.
- Measuring Actual Performance
  - An organization must decide:
    - What to measure.
    - When to measure.
    - How frequently to measure
- Comparing Actual Performance with Standards
- This step involves determining if actual performance compared to standards falls within acceptable limits
- Responding to Deviations
- If the deviation from performance is unacceptable, then corrective action is warranted. If the deviation is acceptable, no correction action is necessary

Template:

## Managerial Decisions in the Control Process



### Steps for Monitoring, Evaluating & Controlling an IMC programme:

1. Know your program
2. Choose your indicators
3. Define how your indicators will be measured
4. Find or create the tools to measure the indicators
5. Define responsibilities, data flow and data management
6. Put everything into the plan template

### Programme implementation tools:

1. RACI matrix:

#### Introduction:

The RACI matrix is a responsibility assignment chart that maps out every task, milestone or key decision involved in completing a project and assigns which roles are *Responsible* for each action item, which personnel are *Accountable*, and, where appropriate, who needs to be *Consulted* or *Informed*. The acronym RACI stands for the four roles that stakeholders might play in any project. In any IMC programme this tool is useful as there are multiple implementation points and implementers. Establishing such a consensus by employing the RACI model enables the key stakeholders to readily deal with the other issues that require resolution.

#### Roles & Responsibilities:

- **Responsible:** People or stakeholders who do the work. They must complete the task or objective or make the decision. Several people can be jointly *Responsible*.
- **Accountable:** Person or stakeholder who is the "owner" of the work. He or she must sign off or approve when the task, objective or decision is complete. This person must make sure that responsibilities are assigned in the matrix for all related activities. Success requires that there is only one person *Accountable*, which means that "the buck stops there."
- **Consulted:** People or stakeholders who need to give input before the work can be done and signed-off on. These people are "in the loop" and active participants.

- **Informed:** People or stakeholders who need to be kept "in the picture." They need updates on progress or decisions, but they do not need to be formally consulted, nor do they contribute directly to the task or decision.

Process:

1. Identify all the tasks involved in delivering the project and list them on the left-hand side of the chart in completion order. For IT projects, this is most effectively addressed by incorporating the PLC steps and deliverables.
2. Identify all the project stakeholders and list them along the top of the chart.
3. Complete the cells of the model identifying who has responsibility, accountability and who will be consulted and informed for each task.
4. Ensure every task has at least one stakeholder *Responsible* for it.
5. No tasks should have more than one stakeholder *Accountable*. Resolve any conflicts where there is more than one for a task.
6. Share, discuss and agree the RACI model with your stakeholders at the start of the project. This includes resolving any conflicts or ambiguities.

Template:

RACI Matrix						
Role \ Task	Role 1	Role 2	Role 3	Role 4	Role 5	Role 6
Task 1	R		C			
Task 2	R		A		C	
Task 3	R	R	I	A		I
Task 4			C		R	
Task 5	A	C		I		
Task 6		I	C	C		R



- Responsible**  
Person assigned to do the activity.
- Accountable**  
Person makes final decisions and has the ownership.
- Consulted**  
Person who must be consulted before a decision or action is taken.
- Informed**  
Person who must be informed when a decision or action has been taken.

## 2. Gantt Chart:

Introduction:

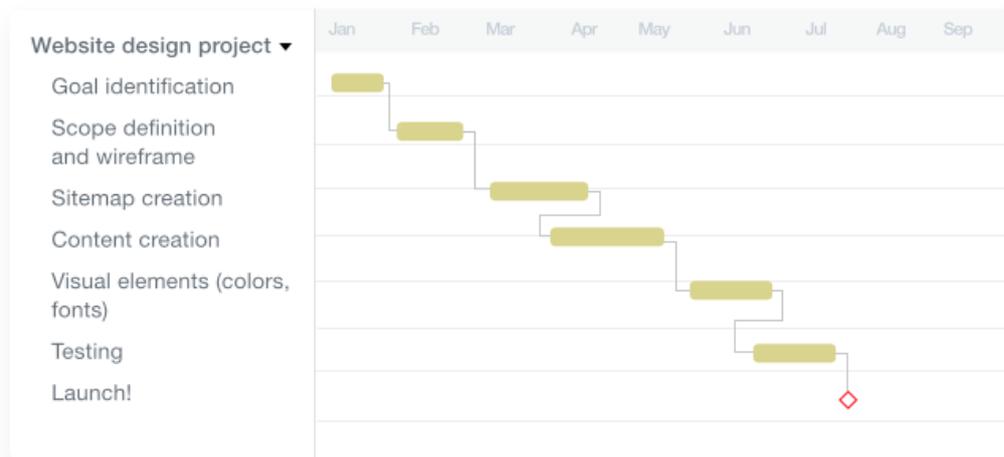
Gantt chart is a visual view of tasks scheduled over time. Gantt charts are used for planning projects of all sizes and they are a useful way of showing what work is scheduled to be done on a specific day. They also help you view the start and end dates of a project in one simple view

Process:

1. The basic procedure starts with identifying tasks to include in your Gantt chart
2. Draw a horizontal time axis along the top or bottom of a page
3. Down the left side of the page, write each task and milestone of the project in order.
4. Check that every task of the project is on the chart

Benefits: It is easy to understand, It gives clarity of dates, It enables time management, It brings efficiency, It ensures accountability in terms of timeline, It expects coordination among stakeholders to deliver as per Gantt timeline

Template:



### Sessions 26, 27, 28

#### International Marketing Communication

##### **Role of international marketing communication in international marketing.**

International Marketing Communication is actually an Integrated marketing Communication undertaken by an organization at an international level. Firms enter global markets using various entry strategies. Setting up a subsidiary, partnering with local firms, franchising etc. are entry strategies that are employed by the firms to enter international markets. The firms are headquartered in one country and operate in various countries part from the home country. Obviously the customers and the ethos of the international location differ as compared to home country. Therefore the communication with the customer is required to be customised to suit the marketing needs. Also the product offering needs to change to suit the need of the new market but there are two different thoughts expressed by leading marketing authors on this aspect:

Theodore Levitt states:

*Companies should operate as if there were only one global market since people are motivated by same desires and wants.*

And

Phillip Kotler states:

*Success is based on variation, not offering the same product everywhere.*

The role of International Marketing Communication is exactly the same as to role of integrated Marketing Communication. The only difference between the two is the former is customised to suit the needs of the international audience.

## **Cultural and other differences**

Cultural differences are outlined by difference in languages, behaviours, beliefs, gestures, body language and expressions. The culture is usually region specific. Some nations like India are culturally heterogeneous in nature and some are culturally relatively homogeneous like Japan. There are three dominant aspects which are required to be considered before designing international marketing communication and these are explained below:

- **Laws and Regulations** – Laws and regulations differ from nation to nation and sometimes they are even contradictory to each other. You can go through the following list to realise how they differ from nation to nation and how sometimes they can be contradictory between nations:
  - India – Alcohol or tobacco ads are not allowed. Direct or indirect ads encouraging the consumption of these substances are completely banned. So much so that even the smoking and alcohol consumption scenes in entertainment need an onscreen health warnings.
  - Austria – In Austria you cannot advertise for war toys. The roots of this obviously go back to horrific incidences happened during World War II and obviously ‘War’ is a discouraged word in the region.
  - Finland – In advertising industry, children are often considered as soft targets. In good advertising practices, enticing children with products is generally discouraged. For the same reasons Finland has banned all ads during programmes for young children.
  - Ireland – In Ireland even though the ads of alcoholic products are not banned in entirety as in India but the ads should not encourage alcohol consumption.
  - Spain – Owing to the transparency in the business, Spain has enacted that size and price of the product must appear in the ad to avoid any false promises, which advertising is generally accused of.
  - Sweden – An excellent example of contradictory enactments: in Sweden the price is prohibited to be mentioned in an ad.
- **Local customs** – All people take their local customs seriously. You will be amused to read some of these customs below but mind you, adhering to them may win you that deal.
  - South Korea – If you are taken for dinner in a Karaoke bar, you are expected to sing.
  - France – You need to be apologetic about not knowing French. It is highly appreciated if you know little French and make an effort to speak the language.
  - Germany – Germans like straightforward communication.
  - Italy – Personal relationships are highly valued and good personal relationships lead to better business deals.
  - Australia – Australians value punctuality a lot. Arriving late can be a deal breaker.
  - Japan – Business cards are regarded with highest value. Writing on business card or playing with it is considered sign of disrespect.

This list can go on and on. These local customs are required to be respected during promotional activities, direct marketing as well as while designing the communication for your products and services.

- Resistance and rejection – If any firm fails in the above two, it is likely to face lot of resistance from the locals and the firm runs the risk of rejection. Once the firm faces resistance and rejection in the new market, the task for marketing communication becomes progressively difficult to erase earlier image and establish new, acceptable image of the firm. Therefore it is important to get things right in international marketing communication.

### **Global Vs. localized marketing communications**

*Following are the nuances of localized marketing communication:*

- It can be in local language
- The reach is limited to local area
- The population is homogeneous
- Local customs and laws are known

*Following are the nuances of global marketing communication:*

- It needs to be designed in different languages depending on the region
- The reach is wide
- The population is heterogeneous
- Extensive study of local customs and laws needs to be one before designing communication

### **Organizing for international marketing communication**

Following are the considerations for organizing international marketing communication:

- Local customs where the communication is to be made
- Laws pertaining to communication
- Language of communication
- Decision to hire an external agency or make use of in-house resources
- Use same communication across the globe or customise communication
- Things that make your communication effective

## **Sessions 29, 30**

### **Wider Issues in Integrated Marketing Communications**

Almost all professional fields have self-regulatory bodies governing their activities. Advertising industry is no different. Regulations help to filter out false claims being made by the advertisers or advertising of harmful products. Imagine if there were no regulations and a marketer for instance, advertised a facial cream, which would cause allergies. Now for some people, it would be more or less easy to endure the consequences. But for the others, it could be even fatal.

When an advertiser or marketer is creating an ad, the consumer is his audience. The feedback from a consumer is important to the advertiser so he can be assured of the fact that his message has been correctly conveyed. If a consumer feels that a particular advertisement is in bad taste or is false in making its claims, they need a body or council to whom they can air their grievances and the body can in turn takes any appropriate action as deemed necessary.

Self-regulation also provides an effective and efficient way for advertisers to engage with consumers and to respond to consumers' concerns about advertising. It ensures consumer protection by providing a free and fast route for consumers to express their views about advertising they are exposed to and to have an impartial body to address their grievances. For the advertising fraternity, there was no self-regulation body until 1985. Lack of self-regulatory body did lead to a lot of false, misleading and offensive advertising which in turn resulted in the consumers losing faith in advertising and feeling aggrieved about it.

At present in India, there is no central statutory agency or uniform legislation regulating the advertising industry. The Indian advertising market as a whole is regulated and controlled by a non-statutory body, the Advertising Standards Council of India (ASCI).

### **Advertising Standards Council of India (ASCI)**

"The Advertising Standards Council of India (ASCI)", is a voluntary self-regulatory council established in 1985 to promote responsible advertising and to enhance public confidence in advertisements. It is a non-Government body and committed to the cause of self-regulation in advertising ensuring the protection of the interest of consumers. In 1985, the ASCI adopted a code for Self-Regulation in Advertising. The aim of the introduction of the code, was to promote honest and decent advertising and fair competition in the industry and also ensure the protection of consumer interests and all concerned with the ad industry - advertisers, media, advertising agencies and others who help in the creation or placement of advertisements.

ASCI, as a self-regulatory body governing advertising content, is the ideal medium with a purpose to serve both the advertisers as well as the consumers.

ASCI's team consists of the Board of Governors, the Consumer Complaints Council (CCC) and its Secretariat. ASCI has 16 members in its Board of Governors, four each representing the key sectors such as Advertisers, advertising agencies, media and allied professions such as market research, consulting, business education etc. The CCC currently has about 28 members: 6 are from within the industry and 8 are from the civil society like well-known doctors, lawyers, journalists, academicians, consumer activists, etc. The CCC's decision on complaint against any ad is final. ASCI has its own independent Secretariat of 5 members which is headed by the Secretary General.

The objective of ASCI is to ensure the truthfulness and honesty of representations and claims made in advertisements by the marketers. As the fraternity started accepting the code, fewer false claims, fewer unfair advertisements were being made and it increased respect in the consumers mind for advertisers.

ASCI seeks to ensure that advertisements conform to its Code for Self-Regulation, which requires advertisements to be legal, decent, honest and truthful and not hazardous or harmful while observing fairness in competition. ASCI looks into complaints across all media such as Print, TV, Radio, hoardings, SMS, Emailers, Internet / web-site, product packaging, brochures, promotional material and point of sale material etc.

ASCI's role has been acclaimed by various Government bodies including The Department of Consumer Affairs (DoCA), Food Safety and Standards Authority of India (FSSAI), Ministry of AYUSH as well as the Ministry of Information and Broadcasting. The association with these Government bodies is to co-regulate and curb misleading and objectionable advertisements in the respective sectors.

In January 2017, the Supreme Court of India in its judgement has also affirmed and recognized the self-regulatory mechanism as an effective pre-emptive step to statutory provisions in the sphere of advertising content regulation for TV and Radio in India. ASCI, is a part of the Executive Committee of International Council on Ad Self-Regulation (ICAS). Among several awards bestowed by the European Advertising Standards Alliance (EASA), ASCI bagged two Gold Global Best Practice Awards for the Mobile App "ASCIonline" (2016) and for reducing the time taken to process complaints (2013).

Apart from ASCI, there is no other non-governmental body in India which regulates the advertising content that is released in India. If an ad that is released in India seems objectionable, a consumer or a competitor can write to ASCI with their complaint. This complaint will be deliberated on by the CCC after providing due process to advertiser to defend the ad against the complaint and depending on whether the ad is in alignment with the ASCI code and law of the land, the complaint is upheld or not upheld and if upheld then the ad is voluntarily either withdrawn or modified.

In 2007, the Government of India amended the Cable TV Network Rules' Advertising Code by which ads which violate ASCI code cannot be permitted on TV.

#### **Advertising Agencies Association of India (AAAI)**

The Advertising Agencies Association of India (AAAI) is the official national organization of advertising agencies, formed in 1945, to promote their industry interests so that they continue to make an essential and ever-increasing contribution to the nation building, by working towards the following objectives:

- To benefit Indian consumers and to protect their interests by helping ensure that advertising is honest and in good taste.
- To benefit Indian advertisers by promoting their sales, increasing their sales and increasing productivity & profitability, to stimulate business and industrial activity.
- To benefit media by establishing sound business practices between advertisers and advertising agencies and each of the various media owners.
- To benefit the nation by harnessing advertising for the good of the country, its institutions, its citizens to co-operate with the Government in promoting its social objectives and in the task of nation-building.
- To question advertising that is wasteful and extravagant to make it possible for the small entrepreneur to grow through advertising and to compete with the biggest to encourage market and media research to serve society by meeting its social responsibilities.
- To encourage the interest of young individuals in the business of communication, to assist in education and training programs and to provide information of benefit to members. Non-members are also provided this service for a fee.
- To establish a common platform in building and sustaining the prestige of the advertising profession and to serve as a spokesman against unwarranted attacks or restrictions on advertising.
- To establish a forum where representatives of advertisers, advertising agencies, media owners and Government can meet on mutual ground and examine problems of mutual concern.

- To offer effective co-operation and liaison with Government officials and bodies for the purpose of broadening their understanding of the role of advertisers, advertising and advertising agencies.
- To co-operate with Government bodies in discussion of matters such as taxes, radio and TV advertising, legislation, political campaign advertising, controls on pharmaceuticals, tobacco or liquor advertising and other subjects of similar complexity and sensitivity.

The AAAI today is truly representative, with a very large number of small, medium and large-sized agencies as its members, who together account for almost 80% of the advertising business placed in the country. It is thus recognized at all forums - advertisers, media owners and associations, and even Government - as the spokesperson for the advertising industry.

The AAAs activities cover all areas of vital importance to the advertising industry. Some of these include

- **Government & Public Relations**  
This includes improving the image of the advertising industry and focusing on its role in economic development and employment through campaigns, seminars, press relations and direct contact with Government ministries.
- **Indian Broadcasters Federation/Doordarshan& AIR/Other FM Channels**  
Protection of members interests on issues related to Guidelines and Rules of Commercial Broadcast, Sponsorship, Rates, Commission and Accreditation working towards full service operations at all TV Channels/DoordarshanKendras and Radio Channels setting up an independent monitoring body for commercials.
- **Indian Newspaper Society (INS)**  
This includes protection of members interest in matters relating to INS policies, credit periods, Rules for Accreditation and streamlined operations promotion of better production values and effective advertising purchases.
- **Professional Practices**  
This involves improving the quality of professional relationships between Agencies and Clients through seminars, the AAAI Handbook and the evolution of uniform guidelines, codes and norms that are acceptable to all concerned.
- **Client Disputes**  
This includes settling disputes through evolution of guidelines, procedures and uniform practices mediating between agency-client, agency-agency and agency-media to ensure quick resolution of disputes.
- **Statutes and Laws**  
This includes constantly examining all relevant laws and statutes affecting the advertising industry including ESIS, Sales Tax, other taxes, Arbitration, MRTTP guidelines seeking professional advice and presenting a common viewpoint at relevant forums to protect members' interests pursuing new avenues like Credit Insurance cover, etc.
- **Training & Development**  
This involves organizing seminars and workshops on effective advertising skills in creative, copy-writing, print and production, client servicing, television production,

media operations, media planning, advertising as a career, etc maintaining a fully-stocked reference library with a reprint service for members.

- **Member Communications**

Constantly communicating with members through circulars and correspondence periodic publication of and membership directory, regular regional meetings for members and their employees.

- **Public Service**

Offering the services of the Association and members in significant projects, e.g. for Family Planning, the National Wastelands Development Board, Gujarat Earthquake relief, etc encouraging the creation of such advertising by members. There are innumerable instances of successful AAI activities, with benefits to the entire advertising industry and all others associated with it.

### **Social, Ethical and Economic aspects of Marketing Communication**

Marketing Communications has been praised but has also been criticized by critics in their own ways. Advertising has many positive impacts along with its negative impacts. John O' Toole, the President of American Association of Advertising Agencies, had described advertising as something else. Though advertising is not related to studies, but it educates. Advertising is not a journalist but it gives all the information that consumers needs to be make an informed choice. And advertising is not an entertaining device but then it entertains everyone.

#### **Ethical aspects of advertising**

Ethics in advertising means a set of well-defined principles which govern the ways of communication taking place between the seller and the buyer. Ethics is one of the most important features of the advertising industry. Though there are many benefits of advertising but then there are some points which don't match the ethical norms of advertising.

An ethical ad can defined as an ad that

- Doesn't lie,
- Doesn't make fake or false claims
- Is within the limit of decency

Ads these days are more exaggerated and a lot of puffery is used. It almost seems like the advertisers don't just lack knowledge of ethical norms and principles but also don't understand and are unable to decide what is correct and what is wrong.

Advertisers' single most important objective is to increase their sales, gain more and more customers, and increase the demand for the product by presenting a well-decorated, puffed, feel good and colorful ad. Puffery refers to exaggerated claims in ads without offering facts to back up the claims. Critics say that puffery is misleading, though defenders say that people can make out whether an advertiser is merely exaggerating the effect.

Advertisers claim that their product is the best, having unique qualities than the competitors, more cost effective, and more beneficial. But most of these ads are found to be false, misleading customers and unethical. The best example of these types of ads is the one which shows evening snacks for the kids, they use coloring and gluing to make the product look glossy and attractive to the consumers who are watching the ads on television and convince them to buy the product without giving a second thought.

Ethics in Advertising is also directly related to the purpose of advertising and the nature of advertising. Sometimes exaggerating the ad becomes necessary to prove the benefit of the product. Take the example of the Fevicol bus ad featuring people sitting all over the bus and don't fall off the bus when the bus is moving along a pot holed road just because it has the image of Fevicol on the bus! The ad uses exaggeration to communicate the strength of the adhesive. Another example is that of sanitary napkin ad which shows that when the napkin was dropped in a river by some girls, the napkin soaked whole water of the river. Thus, the purpose of advertising was only to inform women about the product quality. Obviously, every woman knows that this cannot practically happen but the ad was accepted. The above two examples don't fall under the unethical category. However, take the case of Wildstone deodorant advertising which can in some terms be termed as unethical.

Ethics also depends on what we believe. If the advertisers make the ads on the belief that the customers will understand, persuade them to think, and then act on their ads, then this will lead to positive results and the ad may not be called unethical. But at the same time, if advertisers believe that they can fool their customers by showing any impractical things like just clicking fingers will make your home or office fully furnished or just buying a lottery ticket will make you a millionaire, then this is not going to work out for them and can be called as unethical.

Generally, big companies never lie as they have to prove their points to various ad regulating bodies as it will be raised by either by their consumers or their competitors. Truth is always said but not completely. Sometimes it is better not to reveal the whole truth in the ad but at times truth has to be shown for betterment.

**a) Pharmaceutical Advertising**

Advertising done by pharmaceutical companies help in creating awareness, but the advertisers only show what the medicine can cure but never talk about the side effects of that same thing or the risks involved in intake of it.

**b) Advertising aimed at children**

Children are the major sellers of the ads and the product. They have the power to convince the buyers. But when advertisers are using children in their ad, they should remember not to show them alone doing their work on their own like brushing teeth, playing with toys, or infants holding their own milk bottles as everyone knows that no one will leave their kids unattended while doing all these activities. So showing parents also involved in all activities or things being advertised will be more logical. Advertising unhealthy products, advertising to children and using puffery in advertising are among the most debated ethical issues in advertising. Children are a vulnerable group of consumers who get influenced quickly by ads, as they lack the cognitive abilities to discern the advertisements. Children possess immense pester power by which they convince their parents and elders to buy products for them which may not be healthy. These include products such as chocolates, toys colas, and products which promote materialism among this group.

**c) Advertising of unhealthy products**

Advertising of unhealthy products is one of the most common ethical issues. Alcohols and tobacco products are unhealthy. These ads are considered influential among the most vulnerable groups such as teenagers and socially weaker sections. Till today, there isn't any liquor ad which shows anyone drinking the original liquor. They use mineral

water and sodas or music CDs in their advertisements with their brand name. These types of ads are called surrogate ads. These types of ads are totally unethical when liquor ads are totally banned.

Cigarettes and Tobacco should be never advertised as consumption of these things is directly and badly responsible for cancer and other severe health issues. These as are already banned in countries like India, Norway, Thailand, Finland and Singapore. However these products are advertised through surrogate advertising in other countries. There will always be an unanswered question which is – if there were no advertising for alcohol, cigarettes and tobacco, will people continue its consumption in the same manner?

**d) Advertising for social causes**

Advertising for social causes are ethical and are accepted by the people. But ads like condoms and contraceptive pills should be limited, as these are sometimes unethical, and are more likely to loose morality and decency at places where there is no educational knowledge about all these products.

Looking at all the above mentioned points, advertisers should start taking responsibility of self-regulating their ads by:

- Designing self-regulatory codes in their companies including ethical norms, truth, decency, and legal points
- Keeping track of the activities and remove ads which don't fulfill the set codes.
- Informing the consumers about the self-regulatory codes of their company
- Paying attention on the complaints coming from consumers about their product ads.
- Maintaining transparency throughout the company and system.

If all the above points are implemented, then they will result in company being answerable for all its activities and minimizing the chances of getting held out by the critics or any regulatory body. This will also help in gaining the confidence of its customers and make them trust the company and their offerings.

In short advertising should follow three moral principles in their advertising – ***Truthfulness, Social Responsibility and Upholding Human Dignity.***

**Social aspects of Marketing Communication**

Advertising has always been considered to have a pervasive and persuasive influence on the society and so has the ability to shape social trends and influence personal attitudes. This influence is thought to be unwanted, intrusive and often detrimental to the society. There are some positive and some negative aspects of advertising on the social ground and they are as follows.

**a) Deception**

The relation between the consumers and marketers are maintained and strengthened if the consumers are satisfied with what they see in ad and what they have got after buying that product. If marketer shows a false or deceptive image and an exaggerated image of the product in the advertisement, then the relation between the consumers and marketers will not remain healthy. These problems can be overcome if the marketers are truthful and keep their ads clean and displays right image of the product.

**b) Subliminal Advertising**

Capturing the Minds of the consumers is the main intention of these ads. The ads are made in such a way that the consumers don't even realize that the ad has made an impact on their minds and this results in buying the product which they don't even need. But "All ads don't impress all consumers at all times", because majority of consumers buy products on basis of the price and needs.

**c) Effect on Our Value System**

The advertisers use puffing tactics, endorsements from celebrities, and play emotionally, which makes ads so powerful that the consumers like helpless preys buy those products.

These ads make poor people buy products which they can't afford, people picking up bad habits like smoking and drinking, and buy products just because their favorite actor endorsed that product. This affects in increased the cost of whole society and loss of values of our own selves.

**d) Offensiveness**

Some ads are so offensive that they are not acceptable by the buyers. For example, the ads of denim jeans showed girls wearing very less clothes and making a sex appeal. These kinds of ads are irrelevant to the actual product. But then there is some advertising that are educative and well accepted by people. Earlier, ads giving information about birth control pills was considered offensive but now the same ads are considered educative and important.

Advertising can sometimes be in bad taste or completely offensive. Though tastes are individualistic, some ads can hurt sensitive consumers. Sexually provocative advertising, showing culturally objectionable objects and symbols such as those in the ads of Benetton, appear offensive to consumers. Since advertising has such pervasive presence, advertisers are expected to be socially responsible

**e) Language and literacy**

Critics have attacked advertising for hurting the language – advertisers sometimes change spelling and grammar to make a point. Sometimes advertising copy is said to play havoc with the rules of the language. For instance take the slogan for Pepsi, 'Yehdilmaange more' – in advertising parlance it is termed as Hinglish

**f) Manipulation and exploitation**

Advertising is often accused of inducing people into buying what they really do not need. Critics say that advertising is so powerful and persuasive that people have no choice but to buy what they see advertised regardless of their actual needs for the products. Advertising, using psychological and emotional appeals, get consumers buy their products by making them feel that these products will help them to gain status, acceptance even love. On the other hand, defenders argue that the whole point of advertising is to persuade people.

Advertising offers consumers the information they require to take correct decisions. It can be seen as building consumption not by making people buy what they do need but by making the market more efficient for both consumers and producers by offering the right information about the products, its availability etc.

Defenders believe that advertising cannot create wants. No amount of advertising can make people buy what they do not want or do not like. Their argument is that they cannot force the

consumers to buy their products, as consumers are discerning enough while spending their hard earned money to buy a particular product or brand.

Advertising on the other hand does have some great positive aspects which help

- Development of society and growth of technologies
- Increase employment
- Giving choices to buyers with self interest
- Healthy competition
- Improving standard of living.
- Give information on social, economical and health issues.

### **Role of Marketing Communication in Economical aspects**

Defenders say that advertising, in addition to the economic benefits of lowering prices, improves competition, offers more product choices, promotes freedom of speech, supports media, and provides much needed information about social issues as well as goods and services. Critics of advertising also says that advertising hinders small players from entering into a particular category as they do have the advertising budget to match that of big players

#### **a. Value of Products**

The advertised products are not always the best products in the market. There are some unadvertised products also present which are good enough. But advertising helps increase value for the products by showing the positive image of the product which in turn helps convincing customers to buy it. Advertising educates consumers about the uses of the products hence increasing its value in minds of the consumers. For e.g. mobile phones were first considered as luxury items but nowadays the cell phones has become a utility item and come with number of features which makes them mode of convenience for consumers.

#### **b. Effect on Prices**

Some advertised products do cost more than unadvertised products but the vice versa is also true. But if there is more competition in the market for those products, the prices have to come down, for e.g., canned juices from various brands. Thus some professional like chartered accountants and doctors are not allowed to advertise.

But some products do not advertise much, and they don't need much of it and even their prices are high but they are still the leaders in market as they have their brand name. e.g., Porsche, Ferrari cars

#### **c. Effect on consumer demand and choices**

Even if the product is heavily advertised, it does not mean that the demand or say consumption rates will also increase. The product has to be different with better quality, and more variety than others. For E.g., Kellogg's cornflakes have variety of flavors with different ranges to offer for different age groups and now also for people who want to loose weight thus giving consumers different choices to select from.

#### **d. Effect on business cycle**

Advertising no doubt helps in employing more number of people. It increases the pay rolls of people working in this field. It helps collecting more revenues for sellers which they use for betterment of product and services. But there are some bad effects of advertisements on business cycle also. Sometimes, consumer may find the foreign

product better than going for the national brand. This will definitely effect the production which may in turn affect the GDP of the country.

The economic aspects are supported by the Abundance Principle which says producing more products and services than the consumption rate which helps firstly keeping consumers informed about the options they have and secondly helps sellers for playing in healthy and competitive atmosphere with their self-interest.