

Media Promotion Is Going To Be A Big Challenge In Terms Of The Rapid Variation In Marketing Prices

Dr. Asok Biswas

Professor and Head of the Department,
Journalism & Multimedia,
CGC Jhanjeri
Mohali, Panjab, India
Email: as.ok.100@gmail.com
Tel: 0830 684 9669

ABSTRACT:

An adapt use of communication will clearly become an important, perhaps the most important competitive advantage for business. It offers a chance to create new business models and to find out entirely new ways of doing things, and provides opportunities for building new relationship with existing customers and for tapping markets that were previously hard to reach. Advertising attracts consumer attention and communication has always been at the center of the industry. The introduction of television advertising 50 years ago brought about a revolution in advertising. Suddenly, companies could reach customers in their homes, simultaneously and nationally, and more vividly than had been possible with the printed page or the radio or other mediums. The effect was to transform retailing and to boost the power of brands.

Key words: Consumer attention; Promotional media; FMCG; Media services; Media-neutral compensation system.

INTRODUCTION

In a rapidly changing world, it is apparent that one cannot do business today with yesterday's tools. In this context, advertising and marketing must display a greater urgency in devising new tools to deal with consumer and brands. While the academic literature on the inside of the new millennium is witnessing an explosion in advertising and sales promotion. A recent survey by the Dominique M. Hanssens & Koen H. Pauwels (2016) identifies 7, there is confusion about the difference between marketing effectiveness and efficiency. Hard and soft metrics and offline and online metrics are typically not integrated.

The ever increasing TV channels, the cable TV, the radio commercial services, the newspaper, the magazines with ad-pages and the online advertising create a big demand for the advertising services.

(Germann, Lilien, and Rangaswamy 2013)⁸. By make use of the ad-services, the corporate giants use different promotional media, even small and big organizations like banks, airlines, hotels and tourist organization use them.

This study makes several contributions. First, we contribute to the despite the extant research

on the non-profit organizations and government agencies are also using the media increasingly. (e.g., Jan-Benedict E. M. Steenkamp; Dominique M. Hanssens; Marnik G. Dekimpe (2005) and given the nuances involved into 9, help the above media users in effectively communicating the message, a very large number of ad-agencies have come into function in India. Second in advertising strategy, creating advertisements and delivering them through appropriate media, with lowest possible cost will be the focal point of all strategies. In this context the modern ad-agencies offer specialized knowledge, skill and experience which are required to produce an effective advertising campaign for the clients.

2. Literature Review

The overall consensus in the practitioner literature (e.g., Salim Alhabas 2017; Juan Mundel 2017; Syed Ali Hussain)¹⁰, is to investigate these questions, In a rapidly changing marketing and advertising world the ad- agencies have a long history and tradition in communication, which will help in the superior understanding of consumers. Agencies generally possess the skills to transform information and knowledge into an action plan, with the consumer at the heart of it.

Despite the extant research on significance of modern ad-agencies No business absolutely needs an ad-agency. (e.g. Valos, Michael John, Haji Habibi, Fatemeh, Casidy, Riza, Driesener, Carl Barrie and Maplestone, Vanya Louise 2016)¹¹. For example, Eran Fisher finds that it is perfectly to handle all marketing communication in house, or buy the services and process involved from a series of separate specialists.

Understanding Digital Marketing-Carolina Macado, J Paulo Davim (2016) ¹², However, most business finds it easier to use an ad-agency or several agencies for their advertisement campaign. That is way, they also gain the benefits of simple lines of communication, expertise, and creativity and, often a great deal of experienced advice they might pay much more from a firm of consultants.

This paper contributes to the theoretical development of strategic report of today's the modern ad-agencies offer four key functions to clients are planning the strategy for the advertising, creating and producing the advertisements, planning and buying the media in which to run them, and managing this process together with the clients. It will also have its own business support functions like finance, personnel, production, and information/library. Office management, IT and may be able to offer other forms of marketing communication solutions.

Threatened by the burgeoning of alternative sources of information, newsrooms have embraced new forms of audience feedback and new platforms for information dissemination, heeding audience preferences and habits to keep them from migrating to other sources.[13]

While the overall sentiments of marketing hold true across product and market boundaries, perhaps the differences are in fact more marked? Intends to spark some discussion pertaining to the extent to which marketers can safely generalise when discussing the nature and characteristics of marketing. [14]

The roles of firm-created contents (FCCs) on social media in enhancing consumer-based

brand equity (CBBE) and consumer response, 615 consumers of automotive brands were surveyed and the data collected were analyzed with SEM. Relying on the CSRM. [15]

Based on the specific marketing cases of Taobao in the Palace Museum, this paper sums up its marketing ideas and strategies in order to provide other museums with examples for reference and inject new vitality into more excellent historical and cultural communication. [16]

Personal sources of information about services are far more important to buyers than are mass media sources, that consumers limit their search to one or two service providers, that price and physical attributes of services are less important in choice than experiential, abstract qualities, and that consumers do not generally switch providers voluntarily. [17]

Applying the concept of absorptive capacity in the context of consumer integration for new product development in tourism, this study provided empirical support for the multidimensionality of capacity for consumer co-creation. [18]

The experts' perspectives offer a detailed narrative on key aspects of this important topic as well as perspectives on more specific issues including artificial intelligence, augmented reality marketing, digital content management, mobile marketing and advertising, B2B marketing, electronic word of mouth and ethical issues therein. [19]

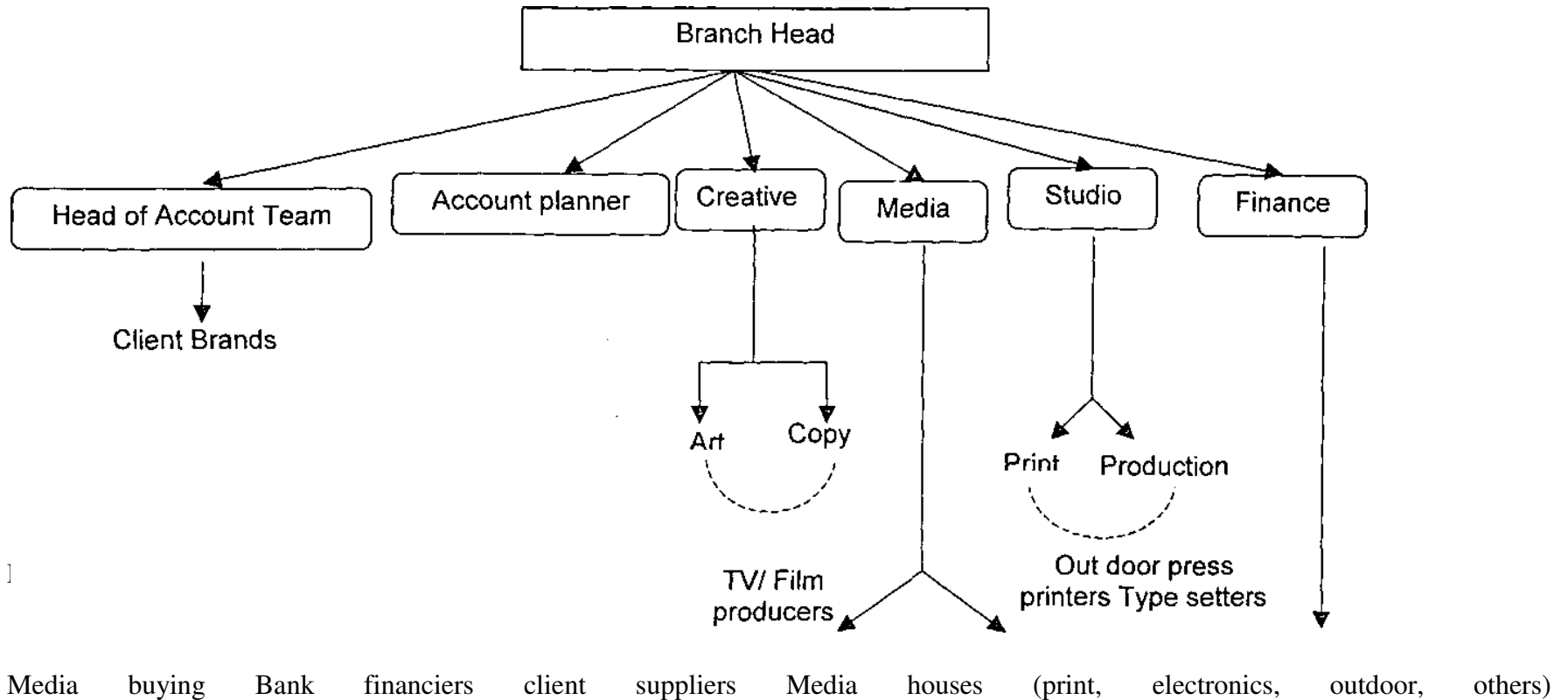
The fast advancement of communication technology provides changes in the social order. The focus of economy has changed from the conventional development of small and middle enterprises (SMEs) to what it is now called the Digital Start Up. [20]

3. Findings and Significant

This study reveals several insights with regards of Indian ad-industry and challenges facing and how to overcome it. In these days the Indian ad-industry is turning more globally competitive, Indian agencies account more than 33% of the Asia Pacific profits and rank the seventh highest profit contributors in global advertising world. Many global players straddle across the Indian advertising scene. The share of global agencies in India is nearly 47.4%. These global agencies in India are clamoring for higher return for their activities in India, and the Indian ad skills are considered the best by world standards. "Advertising is an intellectual oriented business and the analytical skill of Indian ad-agencies are among the best in the world"¹.

¹Vijay Varma : Gearing upto Face Challenges, Think Tank, The Financial Express 29th August 2000. p.4.

Chart 1.1 : Structure of modern ad - agency



4. Method

“Indian ad-industry to grow by 15 percent in the year 2004. Happy times are ahead. Most sectors like FMCG, durables and services will surely increase their ad-spends in 2004”².

The sections already showing remarkable results are industry and services. India’s IT sector will continue to make tremendous progress.

The following table 1:1 shows the growth of Indian ad-agencies for the last six years (i.e. 2013 to 2019).

Table 1.1 : The Indian ad-industry growth (in percent)

Year	Percent
2013-2014	30.4
2014-2015	22.4
2015-2016	17.9
2016-2017	17.8
2017-2018	24.8
2018-2019	23.5

Source: Agency Report Analysis by A & M

5. Measures

Table 1:2 Advertisement share of different product category

Product Category	Advertisement Share in Percentage	
	2015	2019
FMCG and Food & Beverage	51	44
Durables	14	12
Automotive	9	12
Finance	6	9
Real Estates	2	4
Telecommunication	2	7
Personal Care	16	12

Source: Agency Report By A & M

With the raising exposure to global markets, consumer psyche is undergoing a sea change. What makes things difficult for the Indian ad- agency is the diversity of the Indian market. The need to offer advertising solution that can work effectively across the nation is pushing

² Aravind Sharma (Chairman & CEO, Leo Burnett): Ad Spends seen Raising in the New Year, The Financial Express 30* December 2003

Indian ad-agencies to the wall. The following are some hurdles faced by this sensitive industry.

Results

- The ad-industry forced to adopt technological changes.
- Media Planning becoming increasingly difficult with new media options and emerging media in every day.
- The advertising clients are clamoring more and more for better services and
- The ad-agencies should go for volumes and convert themselves into one-stop communication shops.

Though these are hurdles, they are not insurmountable. In fact, these hurdles are opportunities by themselves. In these days sectors such as telecommunication, healthcare, finance and insurance hold tremendous promises to the ad-industry. But, the biggest opportunity to date is coming from online-ad, which is redefining the rules of the ad- game and shifting the focus of advertisers from broadcasting to narrow casting.

In view of these emerging online initiatives, the gap between the net and the ad-agencies is narrowing. And this gap is narrow down further with the impending arrival of other online media such as WAP Phones, ITV, etc., Not only the above changes going to turn the Indian ad-industry technologically sawyer, they are also going to redraw its every composition.

Now in Indian ad-industry have there are lot of cross-holdings, Merger Acquisition (M & A) and strategic alliance are used as strategic weapons effectively. The Indian ad-agencies will have to be clear about their focus and their core competencies. “Most ad-agencies here, big or small, are taking to one another to buy or sell with the better known one being wooed by big international networks looking to expand operation and acquire size”³.

Major Research Questions and Findings

1. Ad-agency and its media planning and practice

Media services in terms of ad-agency means the selection and purchase of the media for an ad-campaign. This is usually the role of the media planner and buyer in a full service ad-agency. Once the media has been chosen, its price has to be negotiated, and that’s the job of the media buyer. Once this work was easy. Because only restricted media restricted client for advertisement, and very few ad- agencies. But today things are totally changed. Today the ad-agencies and marketing executives predict that media planning and buying has a competitive advantage.

2. The new world of media opportunity

With the advent of new technology the media moving into a digital age, the whole way in which the communication is going to be different Digital TV is revolutionizing advertising and opening up a whole new world of opportunities for reaching consumers. The areas traditionally associated with advertising have grown, developed and rapidly changing.

³Shuchi Bansal and Vanita Kosh: Size Does Matter, Business World, 31st January 2000.

Consumer now have a far greater choice in their reading, watching and listening than ever before.

6. Discussion

These find have established that the traditional media is just one of the options open to media planner and buyer. Today, everyone involved in advertising and media is having to think of more interesting ways of doing things. Anything can now be used as an advertising medium. Ads have appeared in all kinds of unusual places the sky, bus tickets, match boxes, street little bins, taxi cabs, parking meters, shopping bags, ball point pens, lids from take away meals, supermarket floors, petrol nozzles, golf holes, videos, etc.

7. Limitations and Future Research

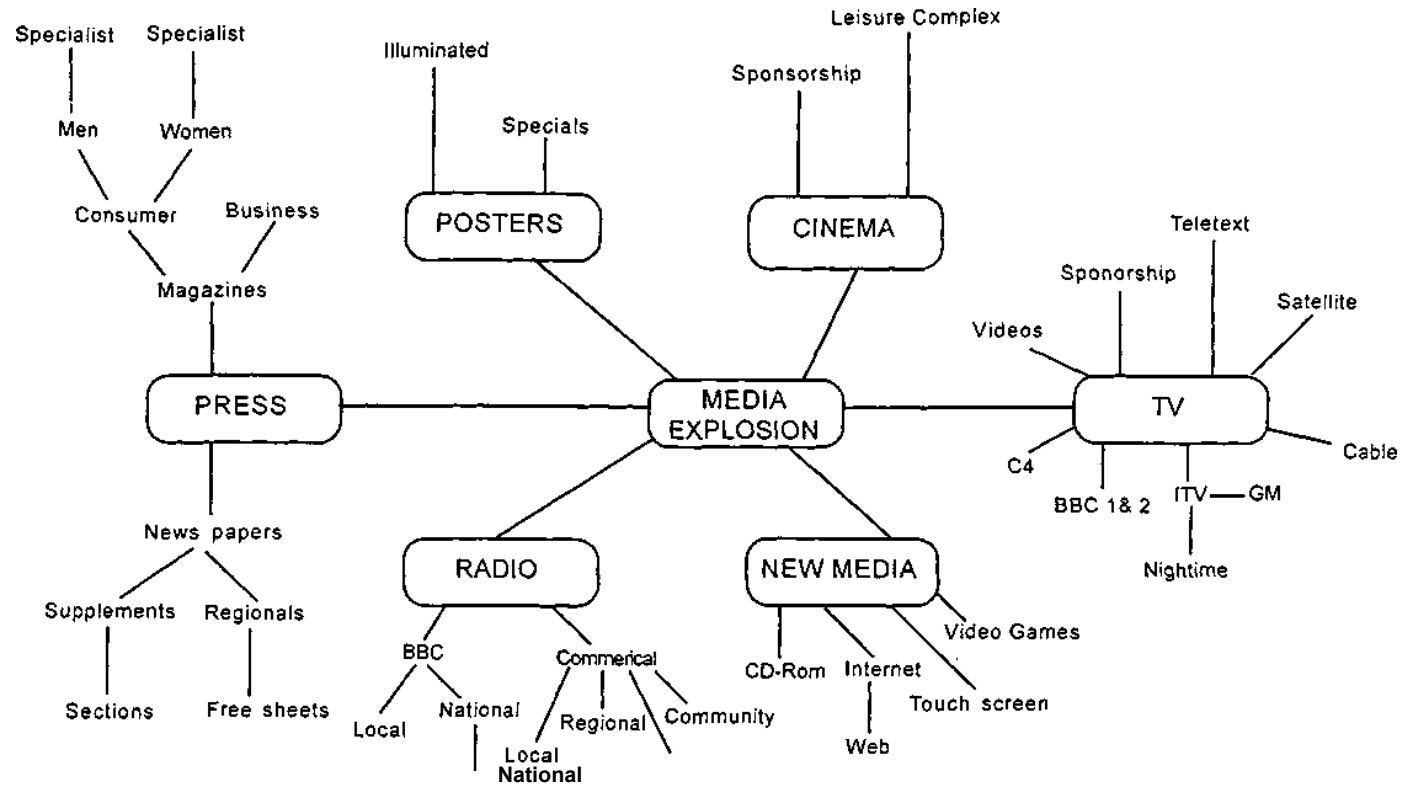
It is important to note that the current study is not without some limitations. As a result of the above, the jobs in media have become much more creative. Digital media is going to make a huge impact. With the tremendous growth in media and opening up of new media opportunities makes the agency media planning and buying function more professional one.

Table 1.3: Estimated ad spends in the year 2018 (Rs. in millions)

Media	Amount
Press	67934
Press N.P	59908
Press Magazine	8025
TV	49000
TV Terr	13085
TV & CS	35914
Outdoor	6300
Radio	2500
Internet	500
Cinema	200

Source: Lynnde Souza: 2018 a year for building the second st.

Chart 1.2: Media explosion



According to Media Week 2001, 70 percent more of our time in using the Internet than reading newspaper or magazines. Traditional media still going strong. Interestingly more young people today are listening to the radio. Many consumers are switching off their television in the evening and switching on their computer and their radio.

8. CONCLUSION:

To initiate reaching the further goals on media market research to examine the crucial decision strategy aspects like selection of target audience, analysis of competitor's ad-efforts, media selection, reach and frequency determination and role of media models. The research deals with media buying practices of integrated ad-agencies, media buying methods and parameters, TV media buying, use of people meter system, optimizers in buying have been clearly studied. The sixth chapter examines the privileges enjoyed by clients in media planning and practices, agency selection by clients, expectation of class of services from ad-agency by clients, reason for client turnover, agency steps to retain the clients are analysed in detail. The seventh chapter evaluates the problem faced by the media planner and clients in different of media planning and implementation. The last concluding chapter offers the findings of the study and suggests remedial measures for the proper media planning and practices with reference to the chosen objectives in the study area.

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About the author

Dr. Asok Biswas is a Professor and Head of the Department of Journalism & Multimedia, CGC Jhanjeri, Mohali, Panjab of India. His research focuses on Media planning and buying, advertising, human behavior and media management, market research and survey.