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## NEW CHALLENGES IN ADVERTISING INDUSTRIES IN INDIA



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### ABSTRACT

Advertising is a paid form of mass communication which is aimed at promoting ideas ,goods and services by an identified sponsor. It is also non-personal communication. It is most economical method of communication of ideas , goods and services because it reaches a large number of people and hence cost per message is low.

**KEYWORDS** :*New Challenges ,mass communication , Advertising Industries .*

### INTRODUCTION :

In India, advertising is a growing business today and is gaining importance day by day. In our country, only recently, advertng was accepted as a potent and recognized means of sales promotion. Advertising has never been as intense as it is now. Advertising is known to each one of us. This is so because right from morning to till night we come across a number of advertising in newspapers, magazines, on the road as hoarding, in shops as posters, in films and on television. In fact, it stares at us from all sides and is all pervasive. What function does it perform essentially? It effluences our decisions, especially buying decisions. Even nursery going childrens these days are aware of brands like cadbury's Dairy milk , fevicol, vodofone, colgate , Rasana, Nirma etc . Thanks to television advertising. Jingles of these products are hummed by the young and old. Advertising puts across the message in a convincing way and guides us to take action to buy these products repeatedly.

### OVERVIEW OF ADVERTISING INDUSTRIES IN INDIA :-

Indian advertising industry has recorded steady progress. It is talking business today. It has evolved from being a small business to a high revenue generating industry. The advertising industry today offers a host of functions to its clients that include client servicing media planning, media buying , creative conceptualization , pre and post campaign analysis , market research , marketing and branding. It has broad--based its number of men and women working for advertising Agencies .In a short span of time, Indian advertising industry has carved a niche for itself and position itself on the global map. Indian advertising industry is growing at a good pace despite recession in the Indian industry and world wide in the past couple of year. It has grown by about 40% in terms of advertising



revenue between 2008 to 2014. This growth oriented industry has an estimated value of Rs. 37,104 Crore in 2014 as per FICCI- KPMG report. Print media continues to account for larger share at 41.10% . Followed by Television media at 38.20%.

Money spend on advertising has increased in recent years. In 2014, spending on advertising was i.e. 41.10% on press Rs.15,274 crore , 38.20% on Television Rs.14,158 crore, 10.70% on Digital Rs.3,970 crore, 6.0% on Outdoor Rs.2,233 crore, 3.50% on Radio Rs.1,285 crore and 0.50% on Cinema Rs.184 crore. The total advertising expenditure incurred in 2014 was Rs.37,104 crore. These are the income sources to the advertising industry in India.

### **Media Industry can be categorized in to the following.**

- Print Media
- Television Media
- Digital Media
- Outdoor Media
- Radio Media
- Cinema Media

### **India's Top 10 Media Agencies in 2014**

- 1] Mindshare
- 2] Madison World
- 3] Lodestar Universal
- 4] Lintas Media Group
- 5] Percept Media
- 6] Starcom
- 7] Carat
- 8] Dentsu Media
- 9] Zenith Optimedia
- 10] Maxus

### **India's Top 10 Advertising Agencies in 2014**

- 1] Ogilvy and Mather Ltd.
- 2] Rediffusion- DY & R
- 3] JWT Hindustan Thompson Associates
- 4] Mc Cann Erickson India
- 5] Mudra Communications Ltd.
- 6] R.K.Swamy BBPO Advertising
- 7] FCB Ulka Advertising
- 8] Pressman Advertising & Marketing Ltd.
- 9] Trikaya Grey Advertising
- 10] Chaitra Leo Burnett [Pv] Ltd.

### **OBJECTIVES :-**

- 1] To know the concept advertising and its impact on the childrens and all citizens of the India.
- 2] To take the overview of advertising industry in India.
- 3] To study the challenges faced by advertising industry in India.

### **New Trends in Advertising Industry in India**

As advertising adapts to newer technology, there are a number of trends that need to be observed in the industry. Some of the recent trends in advertising are-

- Internet advertising
- Digital advertising
- Mobile advertising
- Electronic Billboard
- Viral advertising
- Online advertising
- Social Networking advertising
- Guerrilla advertising.
- Celebrity advertising
- Buzz Marketing

### **Challenges Faced by Advertisers in India**

Indian advertisers face a number of challenges due to competitive advertising, high media rates, mushrooming of media vehicles and so on. Some of the challenges are –

- Multiple media options made the media environment very complex.
- Growing number of print media i.e. Newspaper, Magazine, etc.
- Challenges of advertising budget.
- Challenges of television media due to mushrooming of television channels.
- Radio advertising has to face challenges within the industry and also from other media.
- Challenges for digital advertising.
- The outdoor advertising field also faces the problem of clutter especially at railway platforms and such other places.
- The advertising agencies have to face a number of challenges due to heavy competition among the advertising agencies.
- Challenges of brand loyalty.
- Challenges of cost of advertising.
- Challenges of cultural differences.
- Challenges of inadequate attention to research
- Challenges of non – Uniform Services.
- Challenges of fierce Competition.
- Challenges of different legislations governing advertising.
- Challenges of diversified markets.
- Challenges of growth of other promotional tools.

### **CONCLUSION :-**

In India, advertising is a growing business today and is gaining importance day by day. In our country, only recently, advertising was accepted as a potent and recognized means of sales promotion. Advertising is a process and it refers to the entire group of activities resulting in an advertisement being delivered through a particular medium or media. Advertising today has grown into a huge industry. It has become a very powerful force in our social and economic life. Although the ultimate purpose of

advertising is to make a sale but its immediate purpose is to communicate. A manufacturer or a producer of a product or a service is interested in transmitting message about his product to the prospect that may be located at different parts of the country.

The advertising industry in India today offers a host of functions to its clients that include client servicing, media planning, media buying, creative conceptualization, pre and post campaign analysis, market research, marketing and branding. The Indian advertising industry has evolved from being a small scale business to a fully fledged industry. It has emerged as one of the major industries. Its scope is limited. It includes competitive advertising, creative advertising, retentive advertising, media planning and so on.

Advertising practitioners face many challenges in the form of rapidly changing technology, increased competition, shortage of resources, changing economic conditions, inflation and unemployment. Indian advertisers face a number of challenges due to competitive advertising, high media rates, clutter, multiple media options, advertising budget, cultural brand loyalty, cost of advertising and so on. To overcome the challenges of client turnover, agencies need to maintain good relations with the client. The agency need to provide quality and timely services to the client with the help of recent development medias i.e. internet, digital ads., mobile ads., electronic billboard, viral ads., Online ads., social networking and so on.

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