The background features several overlapping, colorful geometric shapes. A pink triangle points upwards from the top right. A blue triangle points downwards from the top left. A large, multi-colored shape on the right side consists of horizontal bands of cyan, light blue, green, olive, and orange. A teal shape points upwards from the bottom right. The text 'MIDAS TOUCH' is centered on the left side, with 'MIDAS' in black and 'TOUCH' in pink. A thick black horizontal line is positioned below the word 'TOUCH'.

MIDAS TOUCH

February 2017

Where creative
thoughts galore

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MD's Voice



Freedom from Fear



Data is the key



Know how your ad. performs



Different markets require different approaches in advertising



Creative Echoes



MD'S VOICE

Dear Friend,

Five years ago, Pidilite Industries, the largest adhesive manufacturer in India celebrated the diamond jubilee of enduring success of its Fevicol brand. In fact, Pidilite, today, is synonymous to Fevicol. These past six decades have been a magical journey for the brand, which is the largest selling adhesive in Asia with a presence in over 50 countries. Not only has Fevicol become a byword for glue in India, its extensions such as Fevikwik, Fevistick, Fevilite and Pidilite's product range such as M-seal, Dr. Fixit, Hobby Ideas are being used in schools, offices, households and do-it-yourself segments, making the brand a part of every Indian's vocabulary. Call it one word for many alternatives. The brand has created such an inseparable bond with people that it's not surprising to have even a Bollywood item song, whose lyrics "Chipka le saiyan Fevicol se" seem like a paean to the bonding strength of Fevicol. Not all products become generic to the product category.

Many among us may not even know that the glue market in India is dominated by Pidilite, people believe it is Fevicol. This single-handed market dominance is a testimony not only to the brand's inherent strength and quality but to the ingenuity of its advertising and marketing campaigns, which have helped it own 'bonding' as a property that belongs to Pidilite. Bharat Puri, MD, the first non-family head of the Mumbai-based company, owned by the Parekhs, says, "We stick to the basics while creating brands that enjoy instant recognition and keeping customers close." Picking out simple events of life, marrying it to the brand's message, and picturizing it in such a manner that the audience can find a connect with the brand has been the philosophy of all the campaigns. The communication strategy has almost owned the word 'bonding' with typical Indian catch phrases like 'Pakade rehana, chhodana nahin' and 'Dum laga kar haisa, zor laga kar haisya'. Fevicol today owns the territory of bonding seamlessly. In the marketplace, everyone asks for 'Fevicol' and not adhesive. Thanks to its consistent quality, efficient distribution network and commendable CRM practices, Fevicol has been able to establish itself deep into the minds of consumers. Today over 40% of Pidilite's turnover

comes from Fevicol with the rest comes from its other brands Ranipal, M-seal and others. Such a formidable grip on market share would make any organization preen with pride and act smug, but not Pidilite. The organization has never lost sight of the fact that it must stay relevant by aligning its marketing campaigns with innovative retail and repackaging strategies. It will be difficult for its competition Bondtite, Araldite and Loctite to shift Pidilite from its numero uno position for many years to come. Pidilite's overriding dominance in the glue market seems not just unbreakable but unshakeable and unwavering. Madhukar Parekh, Chairman of Pidilite, describes the sticky success of the organisation best by saying: From an unknown brand in a low-involvement category, we have reached a stage where Pidilite consistently ranks very high among all the brands in India.

Madan Singla
Managing Director

FREEDOM FROM FEAR

HOW THE ADVERTISING INDUSTRY EMBRACED FEAR

Advertising is about selling 'freedom from fear' and targeting consumers' anxieties with products that alleviate those worries –whether it's fear of disease, attack or of missing out.

Sex doesn't sell its fear. In the first episode of *Mad Men* (Smoke gets in your eyes) Don Draper outlines the appeal of fear as a tool for selling with chilling clarity. "Advertising is based on one thing: happiness," he calmly tells his clients. "And do you know what happiness is? ... It's freedom from fear."

This has been the simple quest of consumerism for the past half-century: to pinpoint with laser-like accuracy the anxieties of the consumer at any given moment, from the nebulous (economic insecurity) to the specific (bird flu). To brilliantly, cunningly hone a product that offers temporary "freedom from fear", temporary because a new fear and a new product will be on their way soon. Here are some of the ways it is done.



Where it all began: bad breath

"Jane has a pretty face. Men notice her lovely figure but never linger long. Because Jane has one big minus on her report card – halitosis: bad breath." (1950s advertisement for Listerine.) The psychology behind the product concept was to construct fear and then providing the product solution was the key to modern consumerism. Listerine was going to be the cure for an international epidemic of unimaginable proportions. What could this terrible disease be? It had a medical name and everything: it was halitosis and we've been gargling ever since. Consumers remember basically one thing and one thing only" – so make sure that the thing is scary Advertisement

Vitamin Water can cure cancer

Rohan Oza went to Harrow School, but can now be found residing in his luxury hillside penthouse overlooking Los Angeles, thanks to the product that distills fear marketing into a single bottle of sugary water. It made Oza and his business partner, rapper 50 Cent, a lot of money. When Coke bought Vitamin Water, in 2007, says an expert lawyer that health claims were made. "It would inhibit growth of tumors, which is double-talk for preventing cancer, of the skin, lung, oral cavity, esophagus, stomach, liver, prostate and other organs," he says. "Awesome. But not true." Coke dialed down the health claims but in 2009, the Advertising Standards Authority said it couldn't even be considered "healthy" because a bottle had almost as much sugar as a can of coke. Vitamin Water had been sold to alleviate fear, but now ended up justifying it.

Fear of missing out

Not all fear-selling is about the horrors of bad breath and a potential terrorist attack. Some – indeed the most effective campaigns – target the plain old fear of missing out. Fear of missing out drives the upgrade culture around smartphones and technology but even applies to embracing danger. New technology (recording and posting your thrilling life – snowboarding, Rio carnival, bungee jumping) and adventure holidays that service these thrills, are about ticking off the bucket list before you are 21. Why? Because if you haven't looked fear in the face and enjoyed it, you haven't lived.

Saunil Arora
Mumbai

DATA IS THE KEY

ADVERTISING ANALYTICS – PLAYING THE DATA GAME

In today's world of digital advertising, data, seems to be the ultimate currency. Today, converting a market insight into an effectively implemented action requires data and quite a lot of it to properly perceive through the web of white noise. Brands implement various strategies and campaigns to showcase their products and services along with the brand value. But this brand value is only created when an advertisement effectively creates an impact in the minds of the consumer. And all this is possible with the tools of analytics.

When it comes to analytics, its is essential to have the insight into the holy grail of marketing which is knowing how a campaign works behind the curtain. From which factors are essential for an effective campaign to what drives the sales collectively, each factor is important and needs to to be weighed. The analytics in advertising is balanced with both the means of technology and consumer behaviour. Optimising the spendings with the integration of data resources systematically can assist in unlocking the full potential of ads.

Looking towards the future of advertising, brands have a substantial potential to correctly use the user data in effort to improve the consumer experience. When brands use anytics and its tools, they can create a meaningful value for the consumers which in turn can significantly help the flow of business. But what will give that extra edge over the competition will be the filtering and processing of correct information from the trove of data present. Knowing which data to focus on with the analytics at the disposal can reveal the impact of marketing for the brand.

Kartik Kotian
Mumbai



KNOW HOW YOUR AD. PERFORMS

MEASURING SUCCESS THE ADVERTISING WAY!

We have all experienced it, the pressure of exams. The last minute cramming of answers, the joy of seeing the questions we had learned, the hurried filling of answer sheets...and then the anxious wait for the result which terrified us. But we have to see the result come what it may be, so that we come to know where we are wrong and where we should pay more attention. This helps us work better in future.

And this is exactly true for advertisement. The work is not complete if the effectiveness of the advertisement is not measured. This is the only way to know how every penny spent on advertising is performing, are we reaching the targets and is the goal achieved.

You would have noticed, that there are some companies whose advertising budgets are very low yet still their products are a hit. And then there are companies whose ad budgets surpass the GDP of small countries, but they don't get desirable results. How, and more important why, does this happen? Well, there are some traditional and modern tools to measure most of the effectiveness of an ad campaign through which the advertiser can or may get more and more information about how their ads and products are performing in the market. Some of these are:

Direct Rating Method

The customers are directly asked to rate the advertisement and then these ratings are calculated.

Portfolio Tests

The customers see the ads and listen carefully to the ads and all the contents of the ads and then they are asked to recall the ad and the contents. Then the calculations are done with help of this data.

Laboratory Tests

The apparatus to measure the heart rates, blood pressure, perspiration, etc are used on the customer after he watches the ad, to know the physiological reactions of the body.

It is not possible to measure each and everything and the chances are low if the company has many ads running through various mediums at the same time. So, it is better that the advertiser or the company should use appropriate and different methods which are most suitable for the media under use.

The company can hold surveys and product recognition tests:

- Questionnaire or feedback flyers can be distributed and customers could be asked to fill it up.
- Toll free number can be highlighted on the ads so that customers can call up.
- The response rates can be increased by telling customers what to do. For e.g. some ads have lines in flashy color like “Hurry Up” or “No one can eat just one” or “be the first” etc.

These are the traditional ways. Nowadays, internet is the modern tool for measuring the effectiveness of an advertisement. There are some types such as:

Integrated direct marketing -

This is an Internet based tool where they have a response corner designed on the websites. Whenever the customers visit the sites, they fill up their contact details and give feedbacks. Thus the company supplies more information and sends newsletters and also gets the idea for further action.

Analysis tool -

There is an analysis tool available on Internet by using which the advertiser will know how many customers are visiting the site, who are shopping online, how many pages are viewed, etc. which in turn will help the advertiser to measure the effectiveness.

Whichever tool you use, measuring the results of your advertising can help you determine which styles, methods and media work best for your business. With solid data, you can plan how to best invest your valuable advertising budget.

Anurag Giri
Delhi

DIFFERENT MARKETS REQUIRE DIFFERENT APPROACHES IN ADVERTISING

CHALLENGES OF ADVERTISING IN INDIAN MARKET

The market share of a product or brand varies from region to region and it is difficult to be a leading brand/ product in all markets. It is due to the diverse market conditions which look for different satisfying quotients from brand.

If the market is divided in four zones, i.e. A, B, C & D, then the brand will be leading in not more than 2 zones.

Markets are heavily dependent on culture and tradition. In India consumer choices and spends change every 100 kms due to different languages, culture, festivals, buying pattern etc., making it a biggest challenge to devise an advertising plan for that market. With the choice changing in a very short distance, it is obvious that the USP of the product may not be suitable in every market.

A car manufacturing company launches entry level car and has devised advertising communication projecting the price as its USP. As mentioned above, If the markets are divided into four regions/ categories A, B, C & D., the Price USP will work at the most in any two markets due to the consumer choice. In remaining markets it won't attract the TG due to different choices.

Hence, the need for a localized communication by highlighting the product as per the consumer choices.

Many international brands which maintain a standard USP across all continents fail to impress the TG as its communication does not confine to the local market conditions. Hence the brand will not be a first choice for a consumer of that market. It becomes necessary to consider local consumer choice and create advertising strategy.

The markets and consumer choice play an important role to conceptualize advertising communication and it cannot be standardized across all markets. From the perspective of increasing market share, the advertising communication and product positioning plays an important role and it needs to be localized. In short, if the Utility, Comfort and Price of a brand matters, then, reach out to the TG where buying patterns fall in the above parameters and position it accordingly in different markets for better results.

Ramkrishna Bankapur
Pune

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सुरेश प्रभाकर प्रभु
रेल मंत्री

द्वारा

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