

## Transcription

# Offline Marketing Channels



In the earlier module on marketing strategy, you learned about the marketing process and the four Ps of the marketing mix. Basically, the product, the price, the place, and the promotions. The three Ps, the product, the price, and the place are all about developing a good product that provides a value to the customer, pricing it attractively and making the product accessible in the marketplace, but in today's competitive landscape, the right product with the right price and the availability is just not sufficient for a product to be successful.

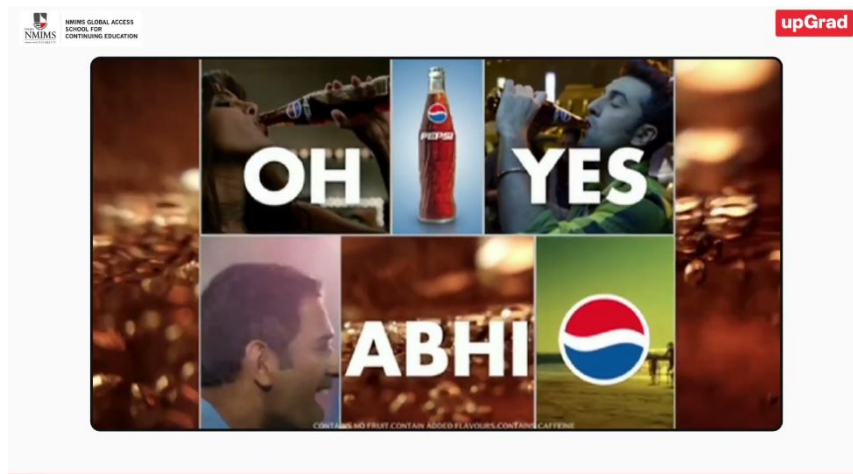


With the plethora of similar products available in the market, it is important for the brands to communicate their differentiated proposition to the target consumer. And to be able to do this effectively, the brands have to find the right medium through which they can communicate and build their identity among the consumers. There are many channels available for any brand through which it can connect very easily with its target customers.

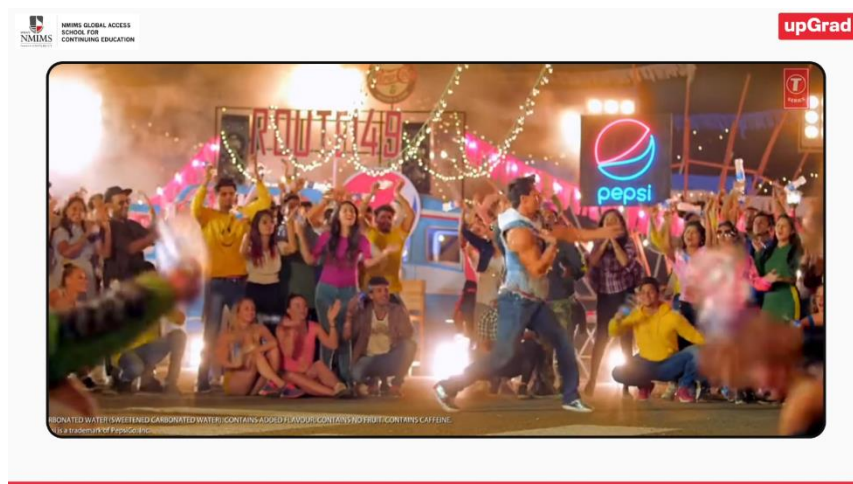
Traditionally, marketers have been doing this through channels such as a television or radio. We have the print, the billboard and so many others. But with the advent of the internet and advances in technology, marketers now have a

plethora of opportunities to choose from and connect and reach to their target audience through several online platforms and avenues.

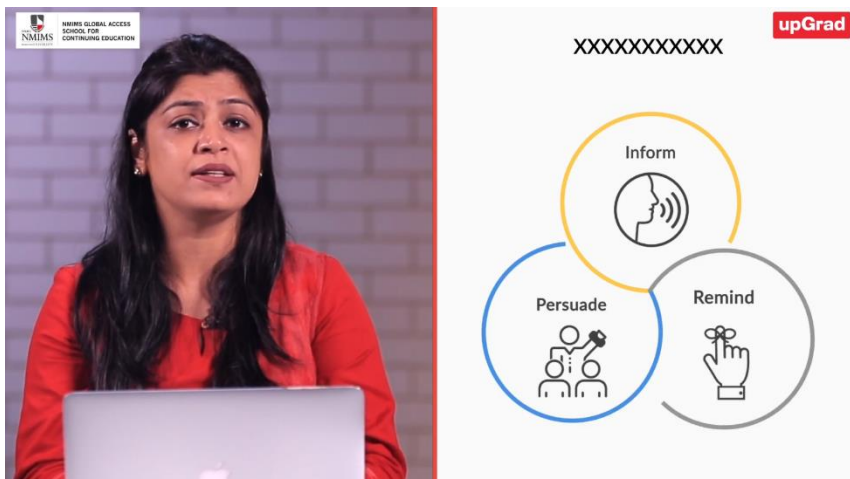
So, broadly there are these two different types of channels, the offline ones and the online ones, and a brand would ideally want to use a mix of both of these channels effectively. Let us try and understand this with an illustration.



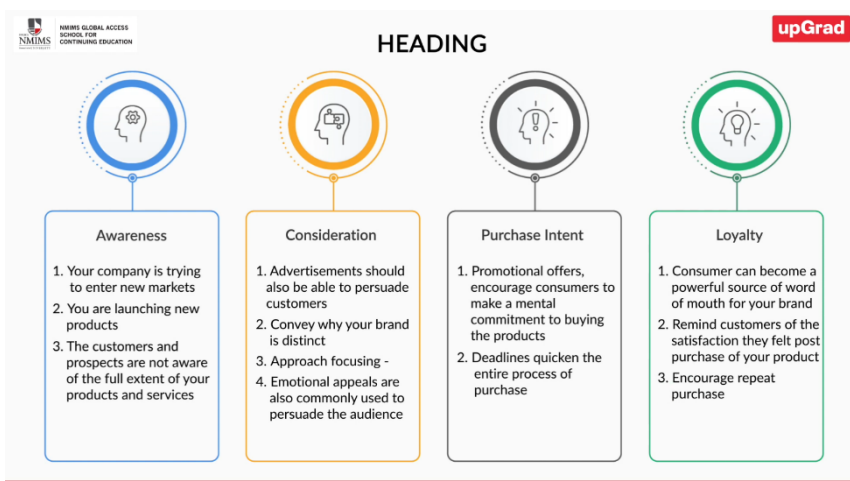
Pepsi continuously attempts to fresh in its communication to stay relevant with their target segment that is the youth. Be it their, Oh Yes Abhi, to associate with the in the moment attitude of the younger generation or the more recent smart campaign. So, how did Pepsi get this positioning across to their target consumer? Well Pepsi ran a television and radio campaign to begin with. To compliment that they were billboards and digital sign boards. And these are the offline channels that leverage by Pepsi for its Oh Yes Abhi campaign.



Well Pepsi shared relevant creatives on their Twitter and Facebook pages as well to capture the online presence. Pepsi also created a music video with T series and pushed it to YouTube. The video went viral and that close to about 150 million views in a simple, short period of six months. The song is available on all music apps as well. YouTube, Facebook, Twitter, these are just some of the online channels that are easily available to marketers for communicating with their customers that to directly.

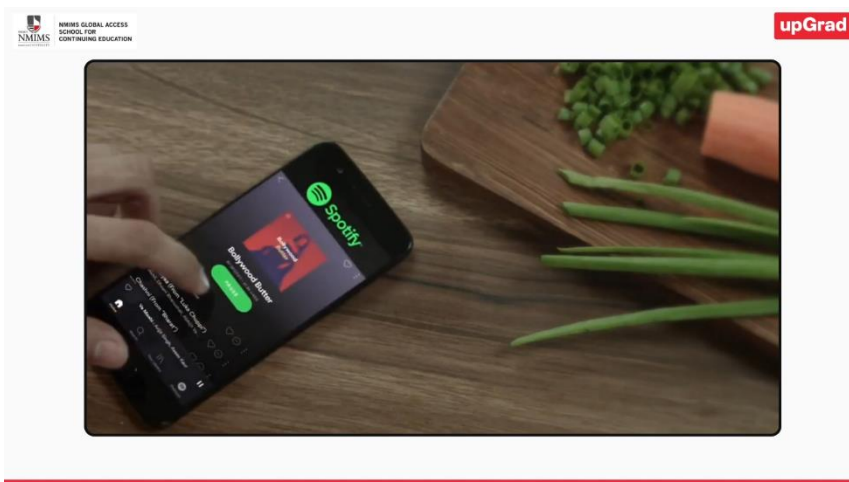


Let us first start with the why. Why is marketing communication even required at all? Marketing communication essentially allows the firms to inform, persuade, and remind their target segment about the products or the brands that they want to sell.



In other words, marketing communication are the means by which the firms can establish a dialogue and build a long-term relationship with their consumers. The purpose of any marketing communication can simply be categorized into four business objectives that map to the various stages of the consumer decision making process that we discussed earlier, the awareness, the concentration, the purchase intent, and finally, the loyalty of the consumer. Let's discuss each of these one by one.

Let us start with brand events. So, what exactly is brand awareness? Well, awareness for the brand is important if your company is trying to enter new markets or you're launching new products, or the customers and the prospects are not aware of the full extent of your products and services. It helps in driving the consumers decision and being able to differentiate from the competition.



For instance, when Spotify is advertising on billboards and on digital media as well, they're trying to generate awareness about their brand in the Indian markets. Similarly, when a Gillette launched the new skin guard razor, they create a catchy advertisement to generate awareness about it. Brands, when communicating with this objective would focus on consumer needs and how the brand can fulfill those needs.

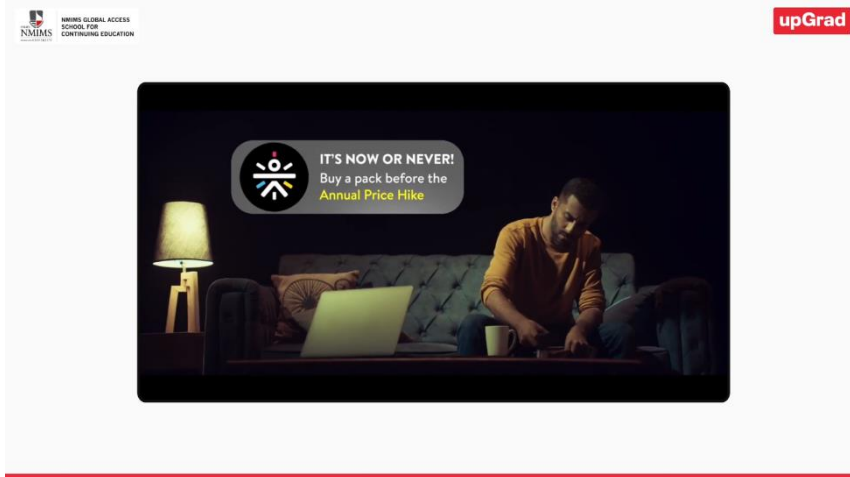
The second objective for communicating with the consumer is to be able to create considerations. Advertisements should also be able to persuade the customer to buy. Once the customer has a basic understanding of your brand and your product offerings, you should definitely convey to the customer as to why should he buy your brand? What is distinct about your brand? So, companies use a wide variety of approaches such as focusing on the product quality, the services that they offer, the unique features, the environmental friendliness of the brand, a cutting-edge technology that it might have and its low costs. Emotional appeals are also used commonly to persuade the audience to buy.



So, when a Bajaj Almond drops says, Load Mat Lo, Bajaj is trying to persuade you to get an almond oil head massage every time you feel stressed out.

The third objective behind communicating with your consumer or your potential consumer is simply to create an intention to purchase the brand. Most of the time, marketing communications are aimed to create an intention to purchase among the audience. These ads are focusing on making the consumers decide to purchase the brand or take

purchase related actions. Promotional offers such as a coupon or a two for one deal, all of these encourage the consumers to make a mental commitment to buying the products. This action is for the fight up by setting a deadline that is close enough to make the customers quickly perform the act of purchasing.



So, when Cult Fit tells you to get the annual pack quickly before the annual price hike, they assume that you have recognized your need and you consider Cult Fits service as the answer to your needs. Such a communication is aimed at quickly converting the customer still at the consideration and the evaluation stage to make and buy.

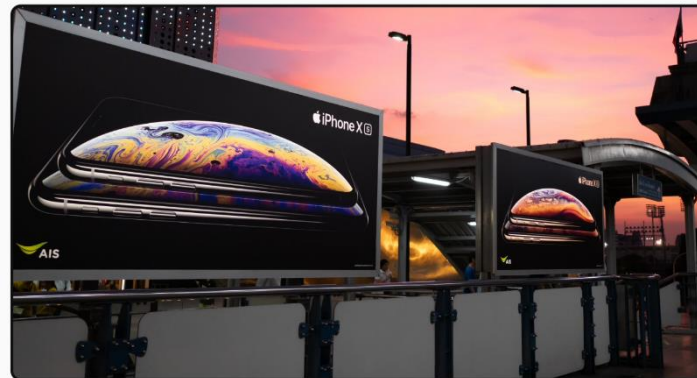
The fourth objective is about building loyalty. Your consumer and become a powerful source of word of mouth for you and it's important to keep them engaged with the brand and be satisfied with it. Companies use a wide variety of marketing campaigns to simply remind the people of the happiness and the satisfaction that they felt after purchasing their plants. And the aim is to simply build loyalty and encourage repeat purchase.

This can be done by giving the users a delightful experience or through our loyalty discount or through any such similar offers. Simply encouraging the consumers to make another purchase of their established brands is an amazing way to keep the products alive and active in the marketplace.





So, when a Maggie campaign talks to the consumer about, Meri Maggie, the brand wants to reinforce the bond between Maggie and you, the loyal customer. Here, the communication is focused on the consumer and the interaction between the brand and the consumer.



You step out of the airport in any of the Metro cities and you will be greeted by one of the Apple's brilliant billboards. If you're tuned in to watch the ICC world cup 2019 you will have seen an Apple commercial as well. Well, why should a brand be on billboards and on television as well? Is it that every band needs to be there everywhere?

Airport billboard



- a. Low investment, targeted outreach
- b. Below The Line

World cup TV advertisement



- a. High investment, Greater outreach
- b. Above The Line

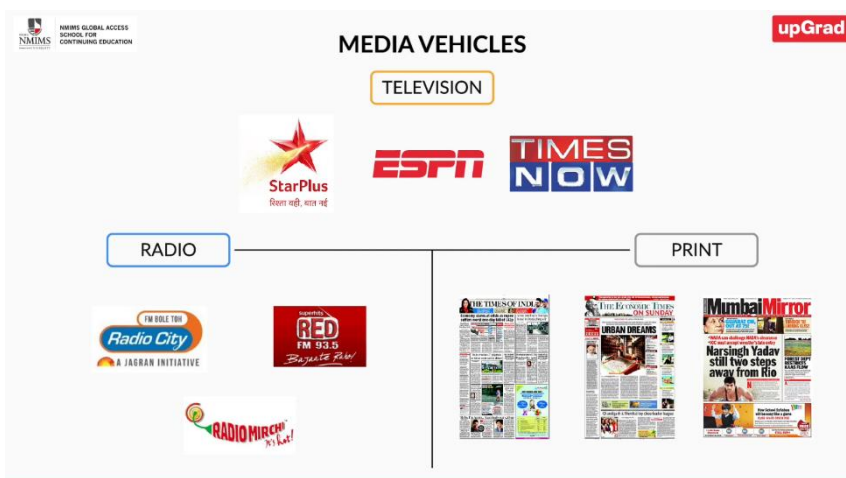
Well, the ad rates for Indian matches during the world cup were 15 Lakhs for 10 second slot. Just imagine that and with that much of budget you can promote your brand on a billboard right outside the Mumbai airport for five good months. That surely sounds better value, doesn't it?

The 2019 cricket world cup was watched by 2.6 billion people. The 2011 world cup final was watched by 34 crore Indians, that is a lot of eyeballs for your brand, even for that 10 seconds. That's the difference between an ATL and a BTL.

ATL or above the line comprises of the television, radio and print. It typically has low focus and reaches a mass audience. On the other hand, a BTL, below the line that is billboards, events and Insta promotions can be focused on a very specific audience. Let's start with the above the line marketing channels first.

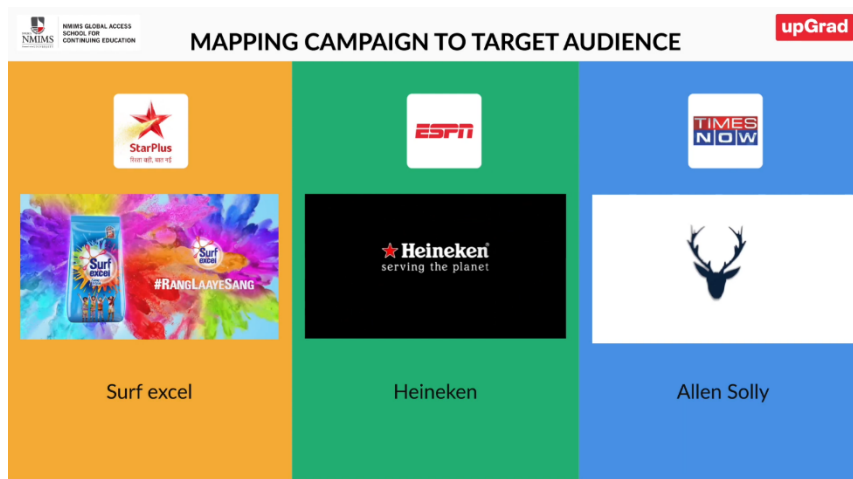


We will talk about the three most important points, the TV, the radio and the print. When it comes to ATL, there are these three important decision areas for a marketer. The first one deciding the right media vehicle for your ad. The second one is about deciding the placement of your advertisements in that particular vehicle. And the third one is about deciding the frequency of your advertisement. Let us start with the first decision choosing the most appropriate media vehicle. Now, what is a media vehicle?



It's essentially the specific sub property under each channel. So, for instance, different properties such as a Star Plus or Star Sports and Times Now are all different media vehicles for the television marketing channel. Similarly, radio also has several media vehicles such as radio city or Red FM or Radio Mirchi and so on. Likewise, for print, the different vehicles would be a Times of India and Economic Times, Mumbai Mirror and so on. So, there are nearly a thousand media vehicles altogether put on television, another 500 on radio and more than a lakh newspapers and magazines under print.

Deciding on the right media vehicle is quite a humongous task. So, let's simplify that a little bit. The target audience of your ad must match the profile of the viewer, the reader, or the listener base of the media vehicles.



For instance, if you're advertising a homecare brand such as a Surf Excel or a DOMEX, you would clearly want to reach out to the homemakers. You would hence want your brand to be visible on media vehicles such as a Star Plus or Zee TV or Sony where the soaps are being viewed by millions of homemakers. Whereas if you're advertising a brand like maybe your Heineken, you would definitely want to build a brand amongst a younger demographic, and hence, would associate yourself with sports properties. And if you're the marketer for a brand such as an Allen Solly, you would probably want to reach out to the affluent working professionals through news channels and financial dailies like an Economics Time and A Mint.



Now, let's come to the second question, how many people do I want to reach? Even when you've decided to use sports properties such as the Barclays premier league or the IPL for your campaign, each of them would have a different viewership. For each time slot for each vehicle, there is a different reach.

On television, you measured the TRPs or the television rating points, which is a very effective tool to judge which programs are viewed the most based on the readings from a sample of households. For radio, the metric is average quarter hour persons or AQH persons. AQH is simply the average number of persons listening to a particular station for at least five minutes during a 15-minute period. For newspapers, likewise and magazines, you would rely on the subscription numbers. This decision would largely depend on your marketing budgets.



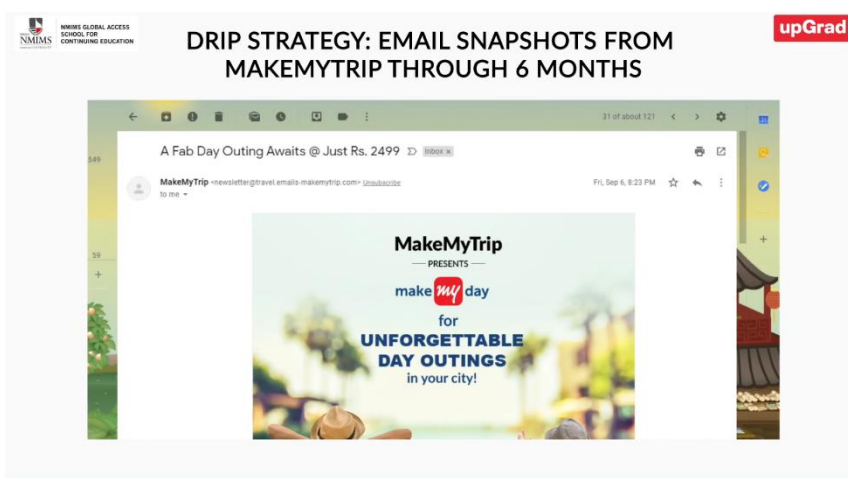
The third important decision is around the frequency of your ad. An ad needs to run a multiple number of times for it to make an impression on the audience. There are three different ways to plan your advertising strategy. The burst strategy, the trip strategy, and the pulse strategy. When you deploy the burst strategy, your advertisements are communicated heavily over a short period of time, and the other periods have no activity whatsoever.

This strategy can be idly was for products which are just released or maybe products which are seasonal in nature. The recall of these products can be increased with this among the target audience. The burst campaigns presence is felt effectively throughout the masses because of its high frequency over a short period of time.



For instance, in the buildup to the general elections, the BJP and the Congress both deployed the burst strategy wherein the entire marketing budget was concentrated in a short three to four-month window.

The next one, a drip strategy which stretches over a long period of time to provide regular reminder messages to the target audience at the slow weekly rate. The advantage of this strategy clearly is that your campaign will be on for as long as you desire.

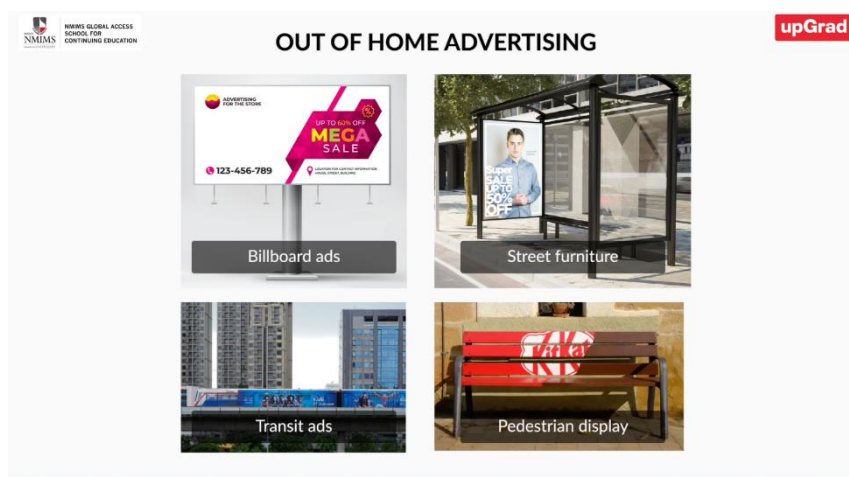


The ads will be shown in hood throughout the year. This ensures that all viewers and listeners are completely aware of the brand, and whenever there is a need for this product or service, the brand recall will be higher.

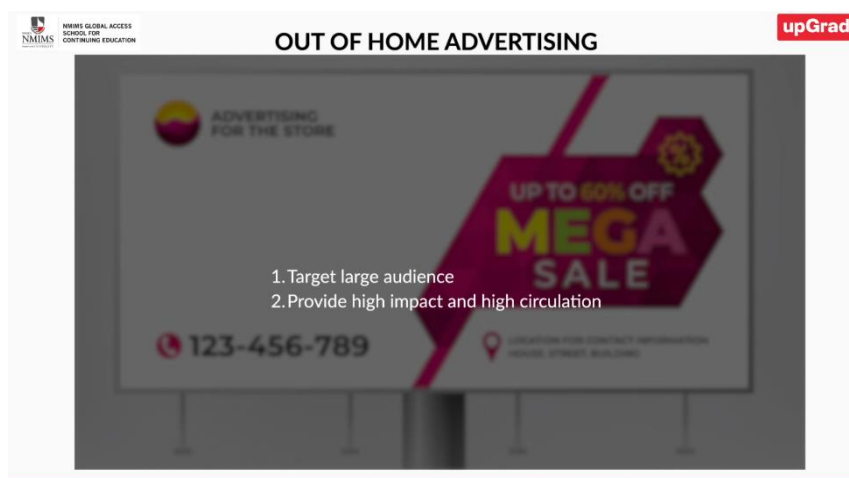
You would see the Kent water purified campaign on Air consistently throughout the year in the hope of building a strong brand recall.

The third strategy is the pulse strategy, which is a combination of the burst and the drip. Periods of burst are interrupted with short drip periods. These advertisements are also communicated throughout the year with varying frequencies. Take the illustration of a product like cold creams, a cold cream such as Ponds, would increase their marketing intensity over the winter months and cold beverage brands would do the same thing in the summer months.

The second type of offline marketing that we're going to discuss now is something called below the line marketing. BTL again offers multiple channels to a Marketer, out of home marketing as well as events. Let us first talk about out of home also referred to as OOH.

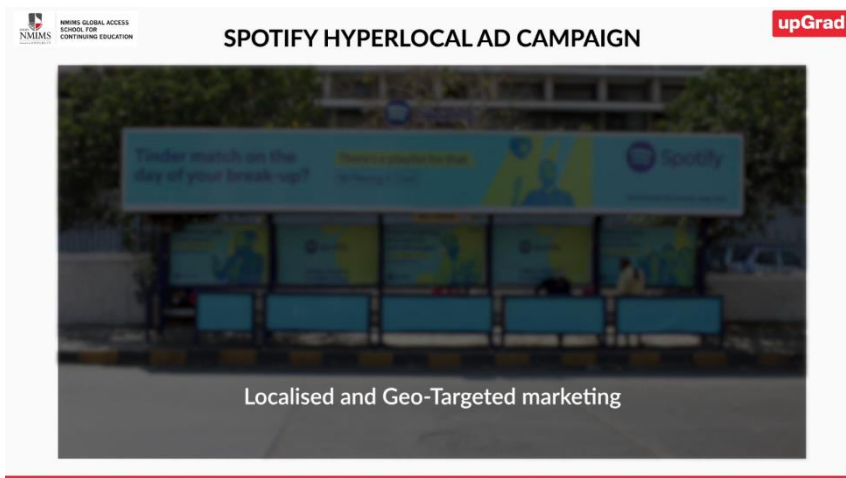


Out of home advertising can be done through different firms. There is billboard advertising, there is street furniture which includes bus shelters, kiosks, telephone booths and the lights. And then there is transit advertising and wraps, which includes the lights of taxis, buses, subways, trains, etc., and then there are pedestrian displays.

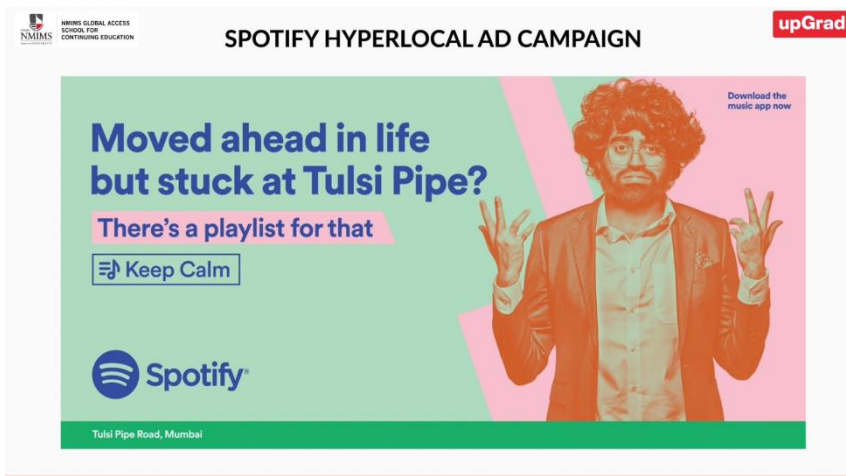


Now a company will tend to choose billboards to create awareness and target a larger base of audience as they provide high impact and high circulation for many kinds of products and services to reach. Let's try and understand this through



an illustration. When a Spotify a popular audio streaming platform enter the Indian market in the early 2019, it launched a hyper local OOH and digital campaign called, there is a Playlist for that in a big way.




The OOH campaign was localized and geo-targeted based on cities, neighborhoods and important traffic intersections with one liners that depict relatable life situations and hyper-local cultural nuances. For instance, the ad for a South Mumbai hoarding that read, Dating the boy from the burbs, there's a playlist for that.



Long distance was a humorous take on the long-standing South Mumbai, North Mumbai love affair debate. Another one near the Tulsi pipe road in Mumbai read, move ahead in life but stuck at Tulsi Pipe, well there's a playlist for that. This was another humorous take on the plight of traffic blocks in that region and probably the perfect way to catch the attention of the commuters who are stuck in traffic at that intersection.






## OUT OF HOME ADVERTISING




1. Reach pedestrian and vehicular traffic in market areas.
2. Reach specific demographic segments as well as mass market coverage.
3. Bus shelters cover urban audiences
4. Kiosks reach mobile traffic in densely populated centres.

Similarly, many companies will choose street furniture such as a bus shelter or a bus bench if they really want to reach pedestrian and vehicle traffic in those market areas. It is used to reach specific demographic segments as well and provide mass market coverage. Shelters are used to reach urban audiences for both national as well as local advertisers so as to reach specific target groups. Kiosk advertising are also used to reach pedestrians and mobile traffic in densely populated centers, maybe such retail, financial and entertainment districts.

## WRISTBAND PROMOTION CAMPAIGNS

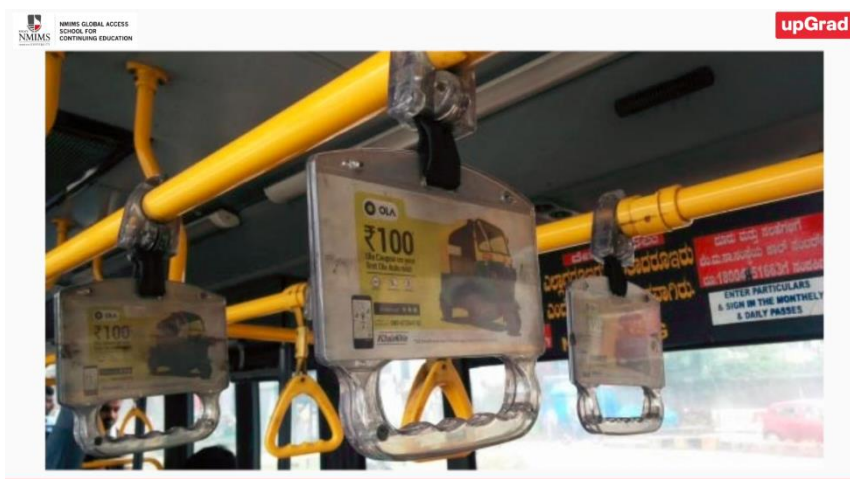


- 01 Get Free items for your workout.
- 02 Points are collected on the said wristband.

For instance, Nike in the year 2014 placed a vending machine containing a wide variety of fitness gear and equipment in the middle of a New York street. However, this is not a normal vending machine. Instead of accepting cash, it accepts sweat. This was done to promote its new fitness wristband monitor. To purchase any item from the machine, the users should engage in physical activity to work up a sweat. Then the monitor request records the user's heart rate and the calories. And once a certain threshold is reached and the numbers are recorded, users can scan the wrist band to the vending machine to redeem for a free item. Sounds great, doesn't it?



The next type of OOH advertising is something called transit advertising. Some companies advertise through transit media to reach pedestrians and vehicle or traffic in urban areas during daylight and some others in the nighttime to continuously leave an impression and also that the audience should be able to recall the ads. Transit advertising is not just constrained to the bus panels or the bus backs. Some brands also use the grab handles of buses to promote their brand.



Ola, a very popular cab company use grab handles in a bus to advertise their taxi service. Innovative, isn't it? The main aim of doing this was to make people use an Ola instead of standing in a crowded bus.




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OUT OF HOME ADVERTISING

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1. Identify their audience with technologies like gender recognition and gaze tracking.
2. Aim to provide interactive advertisements like 3d surface projection or holograms.

The next type of an OOH advertising is something called a pedestrian display. Digital displays are becoming increasingly effective at identifying the audience with the technologies such as gender recognition, gaze tracking, and vehicle recognition, which in turn enables more precise targeting through the data thereby collected. Innovative digital display technologies such as a 3d surface projection, a hologram and interactive displays can also bring novelty to the boring old outdoor displays. Let's try and understand this with an illustration.

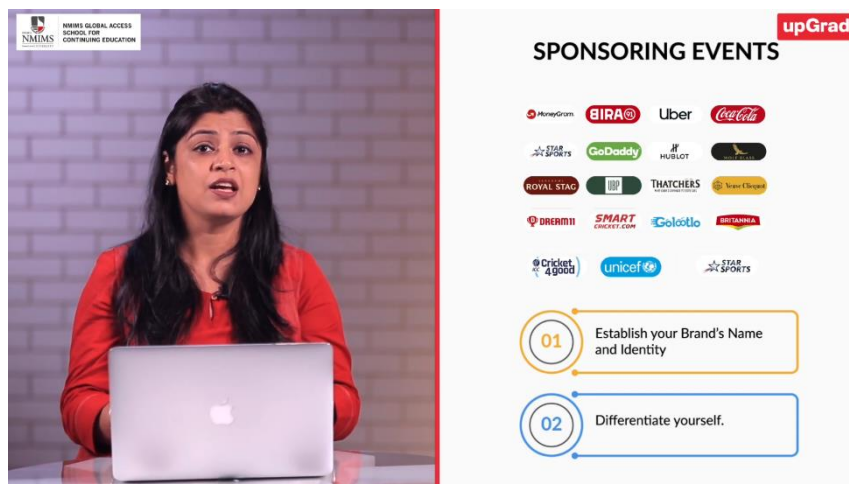

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COCA COLA AD CAMPAIGN

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Coca Cola recently launched its first ever drinkable ad. A drinkable advertising creates an illusion in which you actually taste the campaign. For this campaign, Coke collaborated with Shazaam to eat their audience to enjoy a Coke zero with the help of technology. Shazaam is an application that can identify music, movie based on a short sample plate. They advertised through deep digital billboards and digital pedestrian displays to attract the attention of people. The strategy was simple. It was to while the people are moving be it in their vehicle or as a pedestrian, whenever they feel thirsty, they should see a bottle of Coke. By Shazamming the ad, viewers can see Coke zero pouring in the screen of their smartphones filling a glass which actually ends up into a free Coke zero that can be redeemed on big retail stores across the US market.

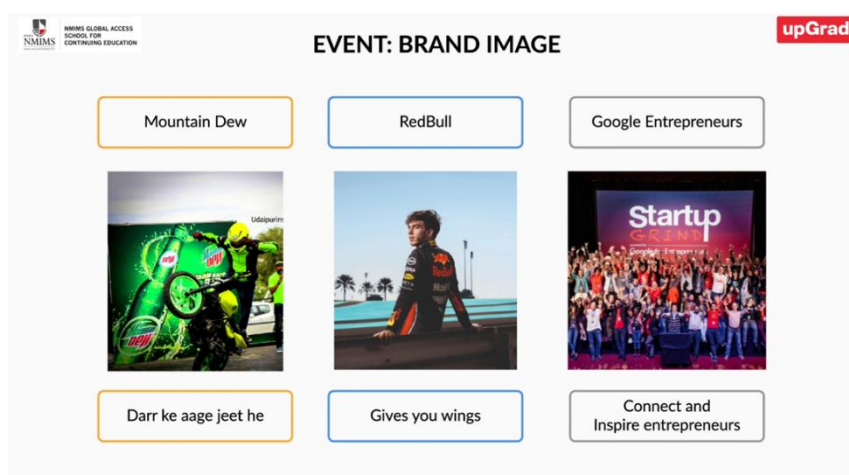


The second commonly used BTL channel is hosting and sponsoring events. Even marketing strategies leave a lasting brand focused impression of fun by grabbing the attention of a group of people who are gathered together. One of the most important reasons why companies choose to participate in or choose to host an event is basically to establish and build their brand name and identity.

In this world of fierce competition, it is crucial to differentiate yourself and events help you do exactly that, and even helps you to create a lasting and powerful impression of the message which your company wants to deliver to the customer. Events give your company a platform to connect with the audience and the potential buyers to the experience and interact with your company's product or service.

Companies choose to participate in an event for various reasons. Be it small or large companies, usually they participate for one or more of the following, three reasons:

1. One is branding and awareness.
2. Second is lead generation.
3. And thirdly, it is about engagement and upselling with the prospects and the existing customers.



A Mountain Dew organizes the Dew day and event with the participants engaged in outdoor sports. This of course establish the brand association with action and adrenaline. Red bull in fact relies heavily on sponsoring hundreds of

racing and sporting events to do the same. The objective clearly at these events is not really to sell the beverage, but to reinforce the brand imagery. On the other hand, when you see young startups attending conferences and seminars, they are looking to generate leads and engage with prospective customers.

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