

# An Effectiveness of Advertising Campaign on Consumer Brands

Atul Yadav and Vishakha Singh

Shri G. P. M. Degree College, Vile Parle (E), Mumbai, Maharashtra, India

**Abstract:** *An advertising campaign is a specifically designed strategy that is carried out across different mediums in order to achieve desired results such as increased brand awareness, increased sales, and improved communication within a specific market. All of this is accomplished through advertising. Many entrepreneurs think carrying out an advertising campaign means simply creating an ad. However, they are mistaken. For advertising to yield the best results, it's crucial to be well organized right from the start.*

*An advertising campaign is a set of advertisements that work together to promote a product or service. An ad campaign is designed around a specific and unique theme to create brand awareness about the company's product or service. Marketers use advertising campaigns to reach their potential customers. An advertising campaign can be a series of different individual ads or the same ad across mediums used to create awareness and interest in a product or service. This is achieved through different forms of media, including radio, television, print, direct mail, or the internet. Ad campaigns help drive the reason for a brand's existence and showcase why consumers should take their product or service seriously.*

*Brands create advertising campaigns as a means of boosting their product sales and brand recognition. It is done over various platforms and usually carries a central strategy or theme to it. A brand may run an advertising campaign due to various reasons. It can be to market a new product, to announce restructuring of business, or to simply send a message out to its target market. They help businesses grow. Without advertising, you can't tell the world about your fantastic product, promote your services, find clients, and expand your outreach. Advertising campaigns can help you reveal the best strategies and the most effective tactics for your business..*

**Keywords:** advertising campaign

## I. INTRODUCTION

**Advertising**, the techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised. Most advertising involves promoting a good that is for sale, often through brand marketing, but similar methods are used to encourage people to drive safely, to support various charities, or to vote for political candidates, among many other examples. In many countries advertising is the most important source of income for the media examples; newspapers, magazines, or television stations through which it is conducted. In the non-communist world advertising has become a large and important service industry.

For an advertisement to be effective, its production and placement must be based on a knowledge of the public and a skilled use of the media. Advertising agencies serve to orchestrate complex campaigns whose strategies of media use are based on research into consumer behaviour and demographics analysis of the market area. A strategy will combine creativity in the production of the advertising messages with canny scheduling and placement, so that the messages are seen by, and will have an effect on, the people the advertiser most wants to address. Given a fixed budget, advertisers face a basic choice: they can have their message seen or heard by many people fewer times, or by fewer people many times.

Advertisement campaigns have an influencing power to attract millions and millions of people. Companies spend 7-8% of their revenue on advertisement and sometimes even more. The reason why Apple leads the market is majorly because of its ad interesting ad campaigns. Ad Campaigns have the potential to stay with us for a long time. The best ad campaigns are those which not only attract new customers but also have the best message.

Some of the best ad campaigns that captured the market as well as heart were when 'Door darshan was Netflix forus', Parle's Why is Melody so chocolatey? Amul's 'DoodhDoodh' jingle, Maggi's Maggie Maggie jingle, and the most loved 'sabkipasandNirma have stayed forever.

## II. REVIEW OF LITERATURE

### **Thomas E. Barry & Daniel J. Howard (2015):**

According to researchers, industry practitioners and social scientists throughout the world have long sought to determine the effectiveness of advertising in this multi-billion-dollar industry. For close to a century, many social scientists have debated just how advertising works. One suggested explanation is the hierarchy of effects that body of literature that posits that audiences go through a variety of stages, namely cognitive, affective, and conative, in responding to advertising, and other persuasive marketing messages.

### **Glen Riecken & Ugur Yavas (1990):**

According to the researchers, advertising directed towards children is a controversial topic which has stirred significant debate during the past two decades. The controversy is especially ferocious over the role of television commercials in influencing children's cognitive, attitudinal and behavioural tendencies. This article reports the results of a survey of 152 children's attitudes towards general, product and brand-specific television commercials. After discussing the implications of the findings, the authors suggest some future research directions.

### **Sumit Chaturvedi & Sachin Gupta (2014):**

As per the researchers, social media tools have become superb channels for marketers to reach consumers. Social media is important for marketers because it allows them to dialogue directly with consumers, which in turn engages consumers directly with company brands. Social media has revolutionized consumer purchasing behaviour over the last few years, directly impacting the way they buy products and services. The fact that there are billions of opinions and reviews out there means marketers have to change their perception about social media from 'fun to have' to 'must focus on'. The use of social media platforms such as Twitter, LinkedIn, blogs and Face book among buyers has grown considerably over the last two years. The objective of the paper is to study the effect of social networking sites on online shopping behaviour of apparels in Jaipur city. For this purpose, secondary data have been used and researcher has tried to review studies based on online shopping behaviour which are done in Jaipur.

### **Chandra Sekhar Patro (2023):**

In the opinions of Chandra, digital shopping has been the most imperious facet of e-retailing, and it has become an essential part of consumers' lifestyles. Besides the various advantages offered to digital shoppers, there are certain difficulties faced by them while making an online purchase. Therefore, it is significant to identify the factors influencing the consumer's purchase decision in the digital shopping context. The study empirically investigates the association of various factors related to consumers digital shopping experience on the purchase decision. The results reveal that the seven factors—website aesthetics, accessibility, trust, price offerings, security, delivery, and quality—have a positive association with consumer digital purchase decision. The findings will help the online traders to understand the satisfaction experienced by the consumers in the digital shopping context and develop strategies to attract new consumers and retain existing ones.

### **Ankur Kumar Rastogi (2018):**

Now it is very well known that since Brands are coming in by dozens, all one needs is the confidence to deliver, to just make it happen- by none other than advertising which forms a vast superstructure with an autonomous existence and an immense influence. Advertising is one of the most important cultural sign systems that reflect and mould our lives. It is an inevitable part of anyone's life. Even if one does not read the newspaper or watches television it is impossible to escape the advertising images that pervade our surroundings, via hoardings, wall paintings, pop material or even the radio, cutting across all media but limited to none.

### **Kumar, V., Choi, J. B., & Greene, M. (2017):**

As social media gains more importance, managers are challenged to quantify its return on sales. The academic understanding in the effectiveness of social media is limited, and in fact the synergistic effects between social media and traditional marketing efforts have rarely been investigated. Despite the dynamics in marketing effectiveness on sales, the time-varying effectiveness of social media has never been studied either.

**OBJECTIVES OF THE STUDY:**

- To understand the familiarity and trust between a brand and the customers.
- To understand the effectiveness of SMART Advertising campaigns.
- To understand the market segments and consumers shopping habits in order to identify the needs that can be addressed in the advertising.
- To navigate the challenges faced by the agencies in framing advertising strategies.
- To study the various media platform which can be effective for a successful ad campaign.
- To scrutinize the strategies for drawing attention of the customers towards the brand, as it is a long- term advertising goal.

**III. DATA ANALYSIS & INTERPRETATION**

Gender

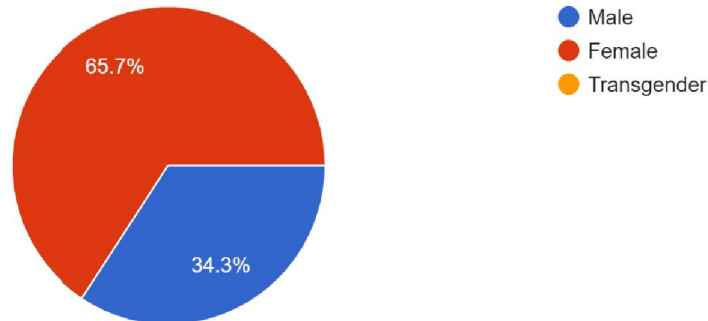
Table No. 4.1.1

Male	37
Female	71
Transgender	-

Figure No. 4.1.1

Gender

108 responses



Interpretation:

The above pie chart shows the percentage of male and female respondents who contributed in the survey. Out of all the participants who contributed in answering the questions 34.3% were male and 65.7% were female.

How do you get influenced to buy a particular product?

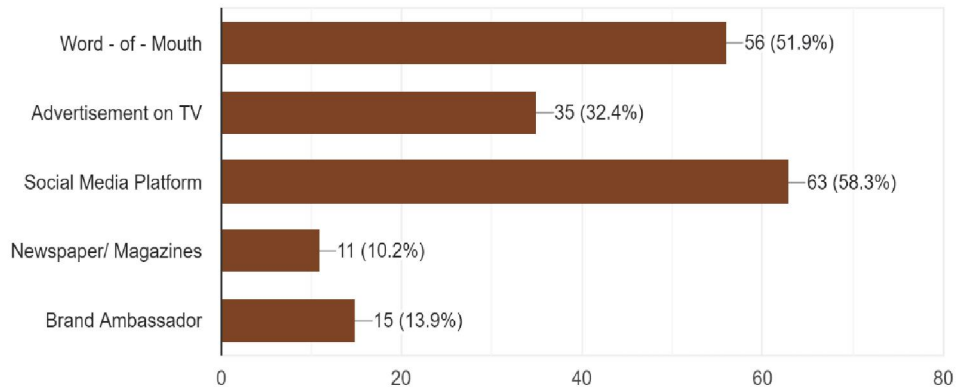
Table No. 4.1.4

Word- of - Mouth	56
Advertisement on TV	35
Social Media Platform	63
Newspaper/ Magazines	11
Brand Ambassador	15

Figure No. 4.1.4

How do you get influenced to buy a particular product?

108 responses



**Interpretation:**

Respondents were asked whether how they get influenced to buy a particular product and the results were as follows: Highest of 58.3% were influenced through the social media platform, 51.9% respondents believed that they are influenced through the Word – of – mouth, 32.4% respondents have been influenced by the advertisement displayed on TV.

Lastly, 13.9% have got influenced through Brand Ambassador & lowest of 10.2% were been influenced by the advertisements in Newspaper & Magazines.

What are your expectations from an advertisement done on TV?

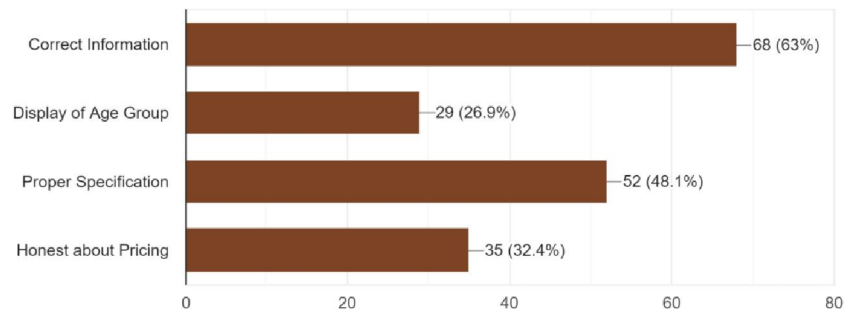
Table No. 4.1.6

Correct Information	68
Display of Age Group	29
Proper Specification	52
Honest about Pricing	35

Figure No. 4.1. 6

What are your expectations from an advertisement done on TV?

108 responses



**Interpretation:**

Respondents were asked whether what are their various expectations from the advertisement done through the medium of Television and the responses were as follows;

63% respondents expect that advertisement should provide the correct information and 26.9% respondents believed that the Ad campaign should display the specific Age Group.

Whereas, 48.1% respondents expect that there should be proper specification of the product details being displayed and 32.4% respondents expect that they should be honest about pricing and must avoid any such discretion.

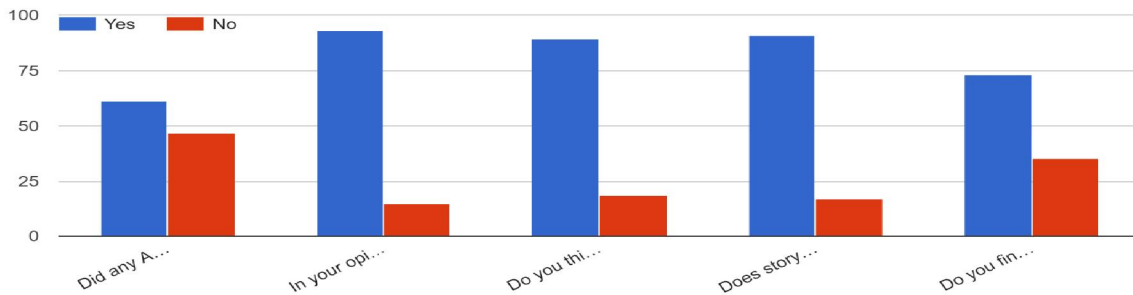
State your level of agreement with the following statements by choosing the appropriate option:

Table No. 4.1.8

State your level of agreement with the following statements:	YES	NO
Did any Advertisement has encouraged you to switch from your existing brand?	61	47
In your opinion does Ad campaigns educates & generates interest about a product/ service?	93	15
Do you think that Ad agency should be well versed with consumer requirements and their expectations about a product?	89	19
Does story- telling in Ad campaigns make it more memorable & authentic?	91	17
Do you find animated Ad campaigns appealing to you?	73	35

Figure No. 4.1.8

State your level of agreement with the following statements by choosing the appropriate option:



**Interpretation:**

Out of the total respondents, for 61 respondents' advertisement has encouraged them to switch from the existing brand. On the other hand, 47 respondents believe that they have not switched to the other brands even though through the other advertisements.

Out of the total respondents, 93 believed that an advertisement can educate and generate interest in the minds of respondents. Whereas, 15 respondents believed that the Ad does not educate or generate any such interest in them.

According to the responses collected, 19 respondents does not feel that the advertisers should be well versed with consumer requirements and their expectation about a product. Whereas, 89 respondents feels that the Ad agency should be well versed with the requirements and expectations of their consumer.

To remember or recall any brand, it is important to make it memorable & for this purpose story- telling plays an important role. From the total responses, 91 respondents believed that this can be a good strategy whereas 17 respondents are not convinced about the strategy.

Lastly, 73 respondents find animated Ad appealing whereas 35 does not find it appealing.

From the following, which advertisement gives you the best message and influencing power:

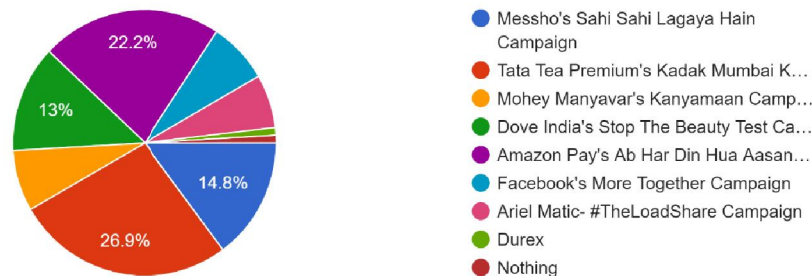
Table No. 4.1.11

Messho'sSahiSahiLagaya Hain Campaign	16
Tata Tea Premium's Kadak Mumbai KeLiyeKadak Chai Campaign	29
MoheyManyavar'sKanyamaan Campaign	08
Dove India's Stop the Beauty Test Campaign	14
Amazon Pay's AbHar Din HuaAasan Campaign	24
Facebook's More Together Campaign	8
Ariel Matic- #TheLoadShare Campaign	7
Other	2

Figure No 4.1.11

From the following, which Advertisement gives you the best message & influencing power:

108 responses



Interpretation:

From the following responses about which advertisement gives the best message and influencing power following data were recorded,

26.9% respondents feels that Tata tea premium's message gives the best message, 22.2% respondents believed that the Amazon Pay's advertisement gives them the best message, 14.8% respondents feels that the messho'sSahiSahiLagaya Hain Campaign is best, whereas 13% respondents feels that Dove have given them the best message.

Remaining other brands of which, 7.4% respondents feels that Facebook and MoheyManyavar's Ad are the best, lastly 6.5% respondents feels that Ariel Matic gives them the best message and influencing power.

#### IV. CONCLUSION

The study aimed to examine the findings regarding the effect of advertisement on consumer brand s and most of the findings showed a positive relationship and that the advertisement continues to be among the major elements in maintaining consumer brands. This is due to the fact that the advertisement raises awareness with relation to the consumer brand. The research reached to a conclusion that advertisement is one of the relevant factors in convincing consumers to purchase a specific brand of a product.

An effective advertising campaign can increase sales, attract new customers, and enhance brand perception. Measuring ad effectiveness allows you to understand the impact and reach of your campaign, allowing you to determine the ideal

amount of exposure and what is and is not working with your advertising strategies. The study clearly reveals that the advertisement has its impact on the buying behaviour of consumers.

Therefore, it is advisable to companies to emphasize their advertisement campaign not only to retain their market but to height it also.

Advertisement plays an important role in business. Advertisements are used to introduce a business, establish a brand and position a company, product or service within the eyes of the purchaser against the other established competitive businesses. Advertisement plays an important role in business.

Advertisements are used to introduce a business, establish a brand and position a company, product or service within the eyes of the purchaser against the other established competitive businesses. Rapid rise in social media users has spawned a new form of advertising for businesses called social media advertising.

Advertisers have long faced one of the most important challenges: low consumer acceptability of commercials. It is vital to identify the most salient elements of social media advertisements that influence how consumers see them. This study also considers social media as a whole and does not focus on just one platform, therefore the results could be applicable anywhere.

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