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Fr. C. Rodrigues Institute of Management Studies

Father Agnels' Business School

MARKETING NEWSLETTER

ADVERTISING ISSUE

BeyondKotler

The main deciding factor for consumers to buy your product is its content and not its form- David Ogilvy

Overview

"Advertising" as a whole is truly considered to be an industry on the rise right from the earlier forms which included posters, pamphlets and handbills on door to door basis to the introduction of handbills and trade cards to the improvements in Printing technology, to the rise of newspapers ad's, and then to the introduction of RADIO, following the emergence of television and so on and on. All these aspects are considered as a development of ADVERTISING in each and every era of our rich history. It has been with us right from the start and still growing on as per our development. These facts are nothing but just to highlight why advertising is still considered being one of the fastest growing business in the world.

In the earlier times, advertising was just simply termed as "A paid communication to promote a product, service, brand or caused through purchased media" as simple as that. But in today's fast growing times the definition also changed dramatically, now as per the modern means advertising can be referred to as, "Bringing a brand to life by any meansnecessary for the consumer." The definition also changes according to the changing times. Advertising is nothing but a form of communication that typically attempts to persuade the potential customers to purchase or to consume more of a particular brand of product or service.

Swati Yadav

MMS 2015-2017

Prahlad Kakkar – The AdMan

There are few people who have mastered this field of making the product click among its consumers and these intellects are called Ad Gurus and Prahlad Kakkar is a man whose name will be the first if a person googles Ad guru in India. Born in Allahabad in 1950, he did his schooling from Dehradun and Karnal. He graduated with honour in Economics from Pune. Prahlad Kakkar started his career as an Accounts Executive, advertisement.

Under the guidance of Shyam Bengal he worked as an assistant in making Ad films. After working for six years under Bengal, he started Genesis film Productions, one of the well-established ad houses in India and also the inventor of television advertising. One of his most remembered ads is the Pepsi commercial with Amitabh Bachchan and Sachin Tendulkar, on a side note he also did ads of Kama sutra. Prahlad Kakkar's love for the oceans is not only shown by his deep interest in Scuba diving but with the fact that he has named his three children after the ocean. He is a CMAS 2 Star Scuba Diving Instructor. His passion for horse riding is an interesting story as Prahlad Kakkar had the fear of horses when he was a child; he conquered his fear and wanted to join the army only to play Polo. It has been acknowledged by Prahlad Kakkar that he is dyslexic but it has not stopped him in any way that matters which is seen in his story.

"Genius is seeing what everyone has seen, and thinking what no one has thought"

Jeswin Johnson

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Key trends that are transforming the Advertising Industry

Real Time Bidding:

It is the buying & selling of online ad impressions, which occurs in the time taken to load a webpage. Whenever an ad impression is loaded in a user's web browser, the information about the user viewing the page is forwarded to an ad exchange.

The ad impression is then auctioned to the advertiser willing to pay the highest price and the winner's ad is then loaded into the webpage in no time.

Native Advertising:

It is also known as 'organic advertising' or, sometimes, 'sponsored content', native advertising is a big buzzword today. Native advertising conceals the marketing messages to make it look and sound like editorial content.

These ads are designed for a specific platform in explicit formats, which take advantage of the way people use that platform. This increases the likelihood that the ads will be read, listened and watched.

Video Advertising:

It generally refers to advertising that occurs on Internet, television and it comprises of the online display ads that have video within them. It is usually served during, before or after a video stream on the internet.

Mobile Advertising:

As we are all aware of the fact that how smartphones have become an integral part of our lives, so how can we ignore it and not use it as a medium for advertising. Mobile advertising is used to target users according to specified demographics.

It identifies the mobile profiles and preferences and whenever a consumer download or uses data services like games, applications, the corresponding advertisements are displayed.

There are also changes being made in video advertising, which helps engage users for longer as well as directly sell products.

Vrushali Jadhav

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INNOVATIONS IN ADVERTISING

In an increasingly distracting landscape where consumers have short attention span how are advertisers keeping up? Advertising has been on a roller coaster ride since its inception and has been a forever-booming industry. The changing face of advertising only goes on to prove how advertisements have grown over the years and their impact on the masses. Traditional advertising in movie theatres and amidst Television shows is a common phenomenon but now things have changed drastically. Advertisements almost before every YouTube video, pop up's on almost every site and SMS advertising is rampant.

The way advertisements have been targeted these days is not from the company's point of view butthe user's point of view. Initially it was all about advertising more of what the company wants the customer to perceive, but today it's more about advertising what the customer wants to see. It's amazing to see how advertisements are smartly made and classified so as to understand the needs and benefits the customerderives or wants to derive from a particular product. A small conversation with Mr Vikarant Shanbhag the CEO and co-founder of ThatScoop PVT LTD shows how the digital age has influenced advertising throughout the world.

Ahid Khan & Clifton Narcis

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Q&A

Vishal Shanbhag

CEO & Co-Founder of Thatscoop Media PVT LTD

A: The journey from being a startup to a big brand has been amazing and the effort put behind the same by my team has been explicit and commendable.

Q: Where do you see advertisements 5 years from now?

A: A bigger broader and trendy platform to influence an individual for the only real reason of purchasing your product or service

Q: What's the contribution of advertisements to your success and how crucial is it for any company's success?

A: I guess without that my company would not have existed. Advertisements or advertising as a whole has helped give visibility to so many companies and because

Clifton Narcis

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Know Your Alumni

Jitesh Totlani

(2003-2005 batch)

General Manager at GfK

Associated with Fr. Agnels Business School as a visiting faculty for Research Methodology & Market Research

Alumnus of the third batch, Jitesh Totlani has made a mark for himself in the field of Market Research in the last 11 years of his career. A chemical engineer with a MMS degree form Agnels joined GfK Mode as a Research Executive. His structured thought process; good analytical and leadership skills made him a successful Market Research professional. He quickly climbed the ladder of success in his organization and today he is a General Manager at GfK.

Jitesh has been associated with Fr. Agnels Business School as a visiting faculty for Research Methodology & Market Research in the past.

Know your Editor

Editor in Chief: Akanksha Shukla

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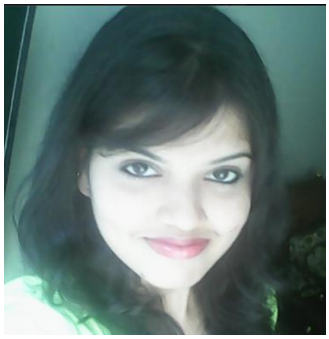
Expertise in content writing and drafted blogs for BMW, Harley Davidson and many more

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