

Integrated Marketing Communication
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Lecture – 23
Contribution of IMC to Brand Attitude

Welcome back, after going through the history of advertising, let us focus on brand attitude and the contribution of integrated marketing communication to the brand in developing brand attitude. And I will also be talking about brand portfolios to give you an idea; we have discussed it briefly earlier, but to give you an idea that brand attitude tells what people think about the product.

Are they happy? Are they satisfied? Are they content? Would they recommend someone? Are they feeling optimistic about it? Or do they have the assurance? For example, insurance product assurance is directly related to insurance products. Do they have it? Medical products, hospitals? What kind of perspective are they carrying? And whether the product is answering their needs? And how much do the customers want the product?

So, all these are related elements. We are judged by judging the attitude of customers and the direct involvement of brand attitude wherein it is related to marketing, a more significant feeling or emotion that consumers can associate with brands. How do you resonate with them? So, as I said, insurance company's slogan, "Zindagi Ke Saath bhi Zindagi ke baad bhi," is a very reassuring thought. You talk to people who have purchased Jeevan Anand, a particular product of LIC.

And they will tell how they feel about Jeevan Anand, the brand positioning of LIC. And then you go to the last sessions which we have talked about in due course of development and tried to go through those messages which LIC would have brought in for the customers, through different kinds of modes, through different kinds of social development, how insurance became popular?

And why it became become popular? How LIC as an organization played a specific role through their salesforce in terms of agents, development officers, etc. And then you will realize what we are talking about actually. Go to Amul, 'utterly-butterly delicious' the tagline is reflected in the attitude of the customers who consume Amul butter specifically and several 1000s of products Amul make.

Go to the Amul shops and you will realize that almost every product around you resonates with

some of your feelings, which you have gone through Amul consumption, for example, Amul ice cream, Amul cheese, and other several products and that is where attitude perspective gets strengthened.

Knowledge of Brand Attitude helps plan an advertising campaign, which is what we are talking about. And because we referred to consumer behaviour earlier, we have discussed the brand image, if you recall. Now, we are extending that, but in between, we have gone through how it would have happened actually.

And you see, the relationship between attitude and purchase behaviour gets stronger as the consumer gets more information about the brand, but not so obvious. Because we have talked about how you specify that information concerning your understanding of the consumer and his sociological or psychological perspective. And the three elements which strengthen brand attitude are cognitive, which is related to awareness.

And remember, we talked about the cognitive response, and I also mentioned it twice earlier. So that also comes in between but let us not talk about that now. So, cognitive is related to awareness, practical evaluation, liking conviction or so. How do you look at it? How do you evaluate it? Because as soon as you get in touch with the message and the product.

And then we have gone through pre-purchase and post-purchase kind of a sequence. And there you would remember, in due course of time, how a customer reaches that situation? And how does that conviction develop or not, for that matter? And what role does IMC plays there? And then conative, purchase, trial, action. So that is how it gets strengthened.

And let us go through this briefly with an example of Nike; you see, it has been known for the power of building a solid brand. They started their first campaign, 'Just Do It,' in 1988 and that campaign is still running with so many kinds of customizations or different kinds of approaches. Now, it has also been traversed into interactive media, which has gone into website mode or interacting with customers through mobile mode and prompting you at different times.

For example, you go to their website and try surfing on specific models of your choice, and next time you are enrolled there or registered there, or they know which devices you are using to approach them, they will start prompting you. If you make a purchase, then next time onwards, they are tracking your preferences, and they will be supporting you by prompting you with those kinds of inputs.

A very interactive website, excellent methodology, and lots of AI and data science are used there. And probably that also has been supportive of the fact that they are into so many designs and

models because they want to bring so many things for their customers in terms of designs and shapes and other elements in there, especially footwear and several of their products.

So, it has 48% of the American athletic market share and a 96% share in the basketball shoe market. Their basketball campaign was very successful, associating renowned players of those times like Michael Jordan. So, knowledge of brand attitude is beneficial in planning an advertising campaign.

And what is their brand strategy? 'Just Do Not Sell Products, Sell Something More.' And everyone is more or less trying that basically; I just told you about LIC in the "Zindagi ke Saath bhi Zindagi ke baad bhi." What are they selling? You are selling yourself something more, not just the insurance policy. They are giving you assurance afterlife as well as something more. They have customized a product, and they bring it to you.

So that is what Nike is also doing. How do you know Nike? I think you know Nike just because of doing it. Not just because of shoes now; although Nike is a predominantly shoe company, it has always been. But are not you wearing so many things of Nike? Yes, you are. And when you go to the Nike showroom, do you look at shoes only? No. You look around everywhere for all kinds of products.

So, you see a predominantly shoe company moving towards apparel and many other products, bringing the customer into the universal habit. How have they done this? They have done this through integrated marketing communication. And this is what we are referring to regarding developing brand attitude goods. In one of the commercials, they sell ambition, 'Find Your Greatness.' Everyone wants to feel great. Everyone wants to feel happy.

And coming back to LIC, there was one campaign of LIC, wherein they show a lady marrying her daughter and telling you that her late spouse managed everything during his life through his insurance policy. A sad storyboard but an optimistic one, a very optimistic one, because everyone wants assurance. So, we are going parallelly through two narratives and two stories to go through a perspective; Nike is a huge global brand, and LIC is a substantial Indian brand.

One of the most trusted brands in India, as they say. And trust is the most crucial element of brand attitude towards LIC in India. Remember, this trust is the result. When a positive brand attitude comes in, trust helps in generating that as well. It is a bimodal relationship but essentially, it keeps on going once the attitude is formed. Then one of their Ads is Selling Motivation. 'There is no finishing line' that was a beautiful campaign.

Just watch it, and you realize that they say you keep on going; why stop somewhere. It is a

beautiful kind of positioning. You are wearing the shoe that makes you fly. And I remember the Adidas campaign break free. That was also a very remarkable kind of break-free, beautiful campaign. Just watch it on YouTube, and you will realize what I am talking of. You see how a shoe associates with the feeling of you breaking free.

Now that is exciting, that is wonderful. And then Nike sells confidence, Ad targeting women, ladies first, men second and there has been a general attitude of men ahead of women that is obsolete in their advertisements. An Attitudinal perspective but let us not forget that integrative marketing communication played a very intense role in changing that attitude.

In today's world, we are acknowledging the role of women. IMC has played a role, and thanks to such kinds of campaigns which have come up like Why should boys have all the fun? Was that a very successful campaign for Hero? That was a very successful campaign. Why should men have all the fun or boys have all the fun? And so, you see earlier, that was related to boys having the fun going on motorcycles and scooters everywhere and so on.

And today, peep outside your window while watching this video. Stop it for a while; if you are somewhere near the road, there are an equal number of girls on two-wheelers or probably more girls and women than males and boys nowadays. So, a market has been created and generated. Activa kind of vehicles have played a particular role in bringing females at par with males regarding product usage parity, and they have marketed well.

And IMC has played a particular role, and males also prefer that IMC did something to democratize these kinds of products. Yes, I think so. Nike is selling sports as well as their culture, Ad featuring Michael Jordan was very successful. If I am not wrong, young kids of 14, 15, 16, 17 kinds of ages, all of them used to have posters of Michael Jordan in their rooms at one point, even if they were not playing basketball.

He became a sports icon. You see Sachin in our country and Michael Jordan internationally. Usain Bolt is known worldwide, but Sachin Tendulkar is an icon.

Now I would move towards Brand Portfolio. It is a collection of smaller brands that fall under a giant overarching brand umbrella set by a firm, company, or a conglomerate. This country has been taking these two names for a long, Tata's and Birla's, and today we have Mahindra's and Reliance and Godrej, all these are iconic brands, huge brands having so many products.

Sometimes they know it is a common mistake in the market, wherein you do not know the name of a particular kind of a product or the specific company name is not written on that product. So, people tend to associate those products with these iconic brands somehow; they presume that this

would also belong to these kinds of brands. And portfolio also includes everything the company markets now and plans for acquisitions, product lines, or brand extension.

How they would be moving ahead with expanding or bringing things under their umbrella. Sometimes it is directly associated with a particular brand name, a company brand name, as I have told you, and sometimes, for example, Levers has several brands under their umbrella. So, integrated marketing communication has a particular role in serving that umbrella and strengthening the portfolio.

Because if you remember the company's name and trust one of their products and brands, your attitude is positive towards that brand, particularly that would traverse into other products as well. And that is why I named Tatas and Birlas, Reliance and Godrej, and so on. So, for example, Coca Cola brand portfolio encompasses brands like Sprite, Fanta, and several others. I remember someone was saying that Coca-Cola is associated with 3500 such brands, I might be wrong, please do check.

But 500, 600, I believe, it is there. Check it on, I will not give you any confirmed data here right now, but I mentioned it in some of my future videos; I will cross-check that. But hundreds of brands are there. And that is where the portfolio comes from. So, Statista can fetch it for you. So, first, gently create, expand and maintain a brand portfolio to gain footholds in multiple markets and appeal to a wider variety of prospects.

Sometimes, you develop that regional brand because you are going to a different region. Specifically, for that market, you collaborate with some regional brand and put up your brand name there. You see Coca Cola and Pepsi came to India, and Limca was taken by one, and Thumbs Up was taken by one and then sold it, the market got bifurcated somehow.

And then those brands came under these brands; Mountain Dew was taken by Pepsi long back. It was produced somewhere in southern America for a specific kind of customer, and Pepsi took it up. It is a very well-known case study, and you can fetch it up. And then Pepsi took it along, and today, Mountain Dew also enjoys a particular individual space. And it has contributed to Pepsi's portfolio. So, here you understand what we are talking about in terms of portfolio.

Now, look at this; this is what we were talking about. Tata Group, Tata Consultancy Services, Tata Elxsi, Tata Steel, and I may waste your time taking all the names. But look at this, for example, Tourism and Travel Indian hotels, Vistara, Air Asia and Taj is famous brand Tata holds, you know you have so many Taj's around the world which is a fantastic hotel chain. And then most of these are very well-known brands like Voltas in air conditioning spaces occupying one of the topmost positions nowadays.

And in window ACs, I am sure they have a substantial market share. So, they are doing exceptionally well there. Titan is known for Slim watches for Raga, and Mr. Amir Khan, kind of a brand ambassador of Titan, has shown you so many models there. So, Titan, it is a beautiful journey they have gone through as far as you know, and on the different side, one of my favorites, Range Rover, Jaguar, and recently you saw a model somewhere.

Where did you see that one movie? Yes, Defender was shown there, one of the most important launches of Range Rovers side one of the most iconic SUV's world has seen since long time. A beautiful vehicle, just go to the website and you will realize that. I am thrilled to see that vehicle on the roads now. Yesterday also, I saw one. So, now the brand value of Tata Group from 2016 to 2021.

And now, this is very important because we have gone from history to brand attitude and portfolio. So, look at their brand value; we had seen that earlier when we were talking about the history part, but here is just the Tata Group because we have been focusing on the structure. So, go to this data and you will see it is 21.28 billion dollars. And I was told in 1998; it was 985 million dollars, somewhere less than a billion, just check-in.

But it was not so high within 21 years. It is 20 times plus; definitely, their business acumen has worked. They have done so well. They have been exceptional in their approach, and it is a long history. We can talk about it for hours and hours, and you can find many videos there. There is a beautiful video on the web, 'keepers of the flame'. You can watch it, and that video tells the history of Tata; it tells you how they successfully rose to heights. But, here, we should give some credit to integrated marketing communication for developing this.

And then there are several examples; Hindustan Unilever has several brands owned by the company under its portfolio; you see trendy brands like Pears. Some of those definitely would be there somewhere near you right now. Lux, we have talked about it, how Leela Chitnis was the first person to be cast as a model there. Then, Dove, I have already mentioned, "Lifebuoy hai Jahan Tandurusti hai Wahan" a beautiful campaign lifebuoy enjoyed for a very, very long time.

Come alive with Freshness of Liril, so that is how Liril campaigns went. And if I am not wrong, Alyque Padamsee was related to this campaign; you can recheck it. Vaseline, Close Up, Lux, Bru, Taj Mahal, 'Waa Taj' and "Waah Ustaad Waah," one of the most famous campaigns, Kissan, Brooke Bond, Clinic Plus, all the names are exceptionally well known. And then Nestle, whichever way you look, you will find so many beautiful, excellent campaigns from Nestle.

And so, are the products, very successful products with a vast portfolio. Amul, I have already

mentioned. Godrej has come a long way along with the history of this country, it has always been a part of our lives, and I would have mentioned it earlier. Godrej was one of the initial organizations to advertise in Indian print media long back, and they were very aggressive.

Bombay Dyeing was one of the initial most, then came Godrej and so many others. And Godrej has a vast portfolio wherein there are other organizational differences as far as organizational structure goes; I will not go into this. So, there are different companies as far as Godrej goes, but one is related to furniture. For example, we know Godrej furniture, one is related to refrigerators, one is related to other products, and there are several available products of Godrej.

So, the brand name is one. Bajaj Hamara Bajaj. But, you see, Hamara Bajaj was so, rhythmic and so, rhyming kind of thing 'Hamara Bajaj'. Every household in India had one Bajaj beautifully near the main door, facing the gate. And the man of the house used to come and kick the scooter, and there goes Bajaj. That was wonderful. And Bajaj had so many products always in its portfolio.

So, we are mentioning portfolios, and these brand names are associated with gaining lots of portfolios or brands under their portfolio side. And you would have realized by now what role IMC plays in developing the brand attitude, how it traverses into the strength of a brand portfolio, and how that strength traverses from one product to the other product, and so on.

How does it go from display to that place? Now, one short exercise, quickly go through your household or wherever you are sitting and try and find out the common names of different products, put them on your table that is a brand portfolio and try to visualize the effect it would have projected on the purchase of the other one by you.

For example, you are going through Amul, purchasing one product you like most and purchasing another. And that exercise will give you a beautiful idea of the development of brand attitude and that relationship with brand portfolio and IMC is the main course, always. I would have taken this name IMC a million times by the end of this course.

But I want you to do the same once you finish this course; I want you to take this name throughout your life; after all, it's the advertising world, ladies and gentlemen. And that is how it works. And we are just trying to learn how it goes.

So, more or less, we have reached a situation wherein we can say that advertising attitude is defined as consumers' favorable or unfavorable responses to a particular advertisement based on various advertisement factors. And it is the emotional change after viewing the advertisement, and advertising attitude affect brand attitude and directly influences purchase intentions.

For example, Saffola changes its earlier fear-based ad to “Apne Tareeke Se Push Toh Dil Khush.” Now, you see bringing in some connotation Saffola earlier used to frighten people on this as what would happen if you ate or consume other oils or products. But now they started putting up hope, so they are converting your attitude towards a positive one. And that is where advertising attitude and brand attitude are related.

So, this is where we are culminating now. So, I will come back to other elements later when we will be talking about the modes of advertising in due course of time. But by then, keep this in mind. Look at many taglines and try and assimilate thoughts about what effect those taglines might have brought on you in terms of your brand preferences and attitude. So, go with this thought. I will see you next time, till then. Goodbye.