

**Integrated Marketing Communication**  
**Prof. Vinay Sharma**  
**Department of Management Studies**  
**Indian Institute of Technology – Roorkee**

**Lecture – 04**  
**Marketing Communication Campaign**

So, welcome back, friends; we have been trying to build up the perspective of integrated marketing communication, the relevance of the subject, the relevance of communication itself, and we have seen the definitional view also. Now we are associating this element of understanding with the marketing process.

You have also seen a glimpse of the marketing process in the marketing definition we discussed in the last session. Now, imagine a sequence that starts from a want, a desire, and a customer searching for that. A customer searches for a product or a service, then looks into alternatives, and then goes for that. As I emphasized last time, where don't you find communication? You find that when that want comes to his mind, it is somehow there. It is in the form of a lack of the other customer being satisfied.

You imagine a child wanting to have a toy. How does that come to his mind? He must have seen an object somewhere that itself is communication. You can find it very visible in more oversized products wherein comparison between customers is evident and reaching the far end when a customer buys those things.

The communication that the marketer structurally delivers prompts the customer to think about the price and the perspective associated with his expectations that he wishes to carry for that particular kind of product.

Last time we mentioned Lenskart and Nike. Let's start talking of an automotive, for example, a two-wheeler. What kind of aspirations do people have in their minds when they purchase a two-wheeler like Honda Activa or Honda scooter, for that matter? What comes to their mind? Why are they attracted to this product because it is a good product, or is there some element of positioning associated with this product in their mind? It is convenient; it has good after-sale service and works fine for others. It has low service cost and low maintenance or whatever is being positioned by the organization.

You start wondering about this element and realize it has become a primarily sold automotive in this country. People say that hero motorcycles are one of the largest manufacturers of

two-wheelers, especially motorcycles, in this world. Hero cycles are one of the largest manufacturers of bicycles in this world. Are they just manufacturing bicycles for fun? No.

People are purchasing those cycles generationally and continuously purchasing a number of models they manufacture. How many latest campaigns or advertisements do you remember given by Hero cycles? Do you place any specific promotions for Hero Cycles? I don't think they recently went for an extensive structured campaign on television. They have a large number of advertisements.

But then they have traversed into the customers' minds as one of those few manufacturers with all the options for the customers. It is not that other cycle manufacturers are not doing good; they are doing good. But what kind of image do you carry about cycles? Hero cycles come to your mind, and that is what positioning is. An organization has positioned itself as an option for you, a specific option for you.

And the discussion would not be complete if I did not take the names like Patanjali. What do you have in mind about Patanjali? People say that they feel that Patanjali is manufacturing almost all consumer products. They essentially produce many consumer products and have an extensive reach. But the positioning is that they are offering pure products. Ayurveda and Patanjali gel with each other.

And when we talk of similar organizations, Hindustan Unilever has been working in this country for a number of years, and people are purchasing their products at a considerable level, in huge numbers. On the other side, look at more prominent brands like Apple; I should not neglect that name.

There are several thousands of such names, which constitute that level of brand equity, but I do not want to introduce a new term at this particular moment in front of you. So, I will refer back to that definition wherein they say to build long-term brand value. So, remember this through positioning and the subsequent usage and expectations met as far as the customer side goes.

So, for now, try to imagine that communication not only creates or establishes the positioning but the relevance of the associated price of the product, the expectations from the product, and all the aspects and elements related to that product starting from the design in the packaging and so on. And to delve further into this, go to the chart of the marketing mix, which is available on any website.

Go and Google that and find just the right marketing mix. You will find a chart where you will find the four Ps and the elements of those four Ps. You will immediately realize how promotion,

as one of the Ps, is associated with the other three Ps and what kind of advertising elements affect the different aspects? You will start creating a relationship by yourself.

But remember that and start analyzing this relationship in your mind from now onwards. Whenever you look at an advertisement, a message, whenever a sound comes to your mind associated with a product or service, whenever you go to McDonald's, Pizza Hut or other outlets, a departmental store Big Bazaar or Spencer, try and associate the kind of communication we have received with the products, services, price and where they are available.

And whenever I say where they are available, I should not be escaping Amazon "Aapki Apni dukaan." They came, and this spread and COVID-19 impeded online purchasing. Although it was COVID-19 has been an unfortunate incident. But should I thank these online options because we could get what we wanted in time? And we must not have known that we would find everything online if somehow they would not have communicated that so emphasizing in due course of time "Aapki Apni dukaan,". For past many years, they have been saying that they have many things available for people. We started searching for those things for almost all sorts of people and then habitually or by instigation or reference. And we started finding the relevant prices, combinations, appropriate choices, etc.

And that is where consistency and relevance start emanating from whatever we have been learning about integrated marketing communication. Now, recall some more of our favorite communications, especially those that have existed for some time. And I will spend a couple more minutes on to; I would not say, summarize our discussion until now but just to put further strength to that.

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Remember, 'Lifebuoy Hain Jahan Tandurusti Hain Wahan,' how that particular tagline kept working for this product for a number of years. And still, I believe 'Doodh Si Safedi.' Nirma created history, and it is part of our lives. One of those products developed in India generated a brand value that rarely many products could have done 'Jam Jam Jammy' as you all know. Kissan has been an aspirational product. Since childhood, when people become older, I have found people stealthily tasting this jam from dining tables. This has become part of our lives.

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Maggi sauce is different. They said Maggi sauce; it is different. What difference? They did not tell you. And I still am trying to find that difference. Although it is different, I do not know.

'Taaza ho lee,' Tata tea 'Jaago Re' campaign is historical; they have created a vast place for themselves. And we never knew that tea could be associated with social awakening. There is a particular mention of this campaign in several kinds of research that have been conducted. And I

remember I read a book on brand, I am missing the name. I will try to recall that later on. But that specifically talks about this.

And "I am a Complan girl," a beautiful campaign, was in for the I should not say for the first time, but India declared that it is now focusing upon gender equity. And Complan became a front runner, not only messaging that Complan or these kinds of protein supplements are also meant for girls. It not only started creating a social sort of a chord that India should be focusing upon, but somehow we lost it somewhere.

But it worked, and Complan started coming to the tables for every child in the house. I am not saying that discrimination existed, but we all know those things exist. And I will be using this communication with you to hint at the kind of social-cultural elements associated with communication on the one side and how society has been traversing on the other side because academically, we should be talking about these kinds of things.

And I will highlight that communication, especially marketing communication, has been pivotal in bringing social issues to the fore, to the points of discussion, and getting them upfront. And that is an essential thing for us to acknowledge and understand. 'Kuch Khas Hai Hum Sabhi Mein' do you remember Cadbury's? That was one of the most successful chocolate campaigns, and it turned the tables around when people started purchasing Cadbury's as a product rather than a chocolate sweet. And we will go into this situation for a bit more in due course of time whenever related things are discussed.

Aha and you just say Aha. And the next thing that comes to mind is 'Dil Maange More. Pepsi is one of the most important campaigns. Pepsi has ever had 'utterly-butterly' delicious created history in India. It still exists. Let us recall some favorite communications that were there or have been there. It is beyond time. It is essentially sort of an evergreen kind of thing.

Then Bournvita 'Tan Ki Shakti Man Ki Shakti'. Lijjat Papad worked for everyone. And Lijjat Papad is a well-known brand worldwide leaving, aside from India. Thanks to Leela Bhat Ji, who performed day in and day out for this organization and created a name for this brand worldwide. It represented Indian females, the power of self-help groups from India, and made history.

"Neighbour's Envy Owner's Pride" still lives even though the product is not their Onida television-created history. And this campaign worked for them. Remember that television still people remember that television.

And here is an important message for us to remember, products might die letters never die. I will be referring to this element of strength of a message when I would be talking of a perspective of

how it steers the lifecycle of a product or helps in running the lifecycle of an effect later on.

But for now, remember that several products are no more there in the market, not available at all, but the messages associated with those products are still there. And that is the power of words, that is the power of communication. Because these messages carry those words which remember we talked about. We want to hear, so Neighbour's Envy and Owner's pride are those words we want to hear actually.

And I was talking about this 'Desh ki Dhadkan.' Thanda Matlab, I do not have to tell you it is Coca-Cola. And when I speak of these examples, remember the lessons we have gone through until now.

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We have talked about the definitions and the structure that communication follows. And I will be deciphering that more structurally in times to come. Because many times, we talk about this kind of subject that involves lots of magic and creativity.

People try to find out what to answer, as far as a particular question goes, and here I should warn you that do not worry about that, first focus upon analyzing and learning the subject. And then, you will find the answers to the questions or related questions. And you will not feel lost because you cannot understand integrated marketing communication or the relevance of this subject without understanding these examples and noticing them happening around you. And associating those with the principles of the three P's or the marketing mix, positioning, target, or whatever we have discussed until now. Now serve this line 'Patr Hi Nahi Mitr Bhi,' and you would realize that a newspaper created a tagline for itself. And this is one of my favorite examples. They made a tagline for themselves and tried to use specific modes to reach their target.

I am talking of one of the largest read newspapers in this country Dainik Jagran who developed this campaign when they, despite being a Hindi newspaper, wanted to gain a market share essentially everywhere, wherever even slightest of the Hindi could be read. And most of the time in Hindi reading places, they carry one of the most significant numbers or quantum of advertisements.

Because their readership is high, that readership becomes the target for several advertisers but how effectively they have communicated about themselves is an essential lesson for us. Because it is one of the most challenging things for a media house or a newspaper to speak about itself, because it is itself a mode of communication; if someone is itself a mode of communication, how to advertise about themselves.

And it is two prompts you are attracting readers and marketers or advertisers both ways. And many times, many of those marketers are not your readers. They might not be reading that newspaper, but they would find it relevant for their customers. So it's a slightly complex situation.

And this is again a beautiful advertisement, very recent, probably during COVID-19, Facebook have come up with this one 'Dil Kholo Duniya Khul Jayegi,'. The current campaign is a long one, a beautiful advertisement with a storyboard wherein this dairy, Pooja dairy, employs almost everyone they could catch hold of who's unemployed. And they go in a different mode by using the unemployed and then generating the number of customers.

That is emulated that is narrated there in the storyboard. But it is a beautiful one, watch it, and you will realize how things are associated with each other in due course of time, How things work for each other, and hold the marketing process; you would know it is happening there. It is very thoughtful of Facebook to come up or their agency to develop this kind of thing.

And definitely, salaam to the creator, the story writer who has created this advertisement, 'Darr Ke Aage Jeet hai.' And I will slightly be ending my discussion with this node 'Darr Ke Aage Jeet Hai.' But do you remember this product? Of course, you do. I do not have to tell you, and a recent one, this is a good one. 'Har Customer Hai Star' Zomato.

Zomato has come up with this campaign. They are expanding their roads into the space they have created for themselves. It is beautiful, wherein they tell everyone that you are a particular customer for us. You are as unique as a movie star to us, and this cabin is working wonderfully, nicely. And I am sure it is becoming a part of our discussion here. Their target customer would be feeling the effect of it. Zomato has become a household name, but this campaign works for them.

I would decipher many elements associated with messages and marketing communication that you would observe. And I have been regarded as a scholar or a student of integrated marketing communication all through these years.

But as I said last time, also start visiting these websites. Start observing all around you and start correlating the elements of communication with the definitional framework we have discussed with the specific words used in definitions and then with the marketing process. Don't get confused. Process of marketing means all the elements of the marketing mix, targeting, positioning, or the story from where it gets generated and to the point where one gets satisfied, and the satisfied customer becomes the advocate for that particular product.

So for now, Goodbye. And we will meet in the next session, wherein I would be elaborating on what is happening right now? How are things moving ahead? What are the emerging trends? And how is it getting differentiated? Is it getting unified? How is digital media playing a specific role?

You all know that, but I will be structurally presenting it to you to decipher the elements of how modes of communication are changing. But then I will try to discuss whether the communication is changing at all?

Thank you. See you next time.