
Digital Marketing and Value Creation

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ABSTRACT

There has been a drastic shift in the world of advertisement. Earlier advertising a product was a very big deal. There were only a few traditional ways of advertising a product. Now is the age of digitization. Innovation is the key to value creation of a product. More than half of the budget of marketing is spent on advertisement to attract consumers and boost the market value of the product.

Creation of new product without the awareness to potential consumers will destroy the growth of product and the business may suffer due to poor sales. Advertising is a way of creating awareness and educate the consumer about a new or existing product or service. With today's competition in the market, advertising plays a major role in reaching out to both existing and potential customers. It seek to generate increased usage of the products or services through "branding", which connects a product name or image with certain qualities in the minds of consumers.

People today are getting influenced by the digital media, thus the digital marketing has taken place to promote new products and brands. Digital marketing which takes help of internet is one of the major reforms in marketing, which helps consumer find the right product or service for them. This makes it convenient for them to compare similar products from different brands prior to deciding on what to buy.

Innovation in advertising refers to newer methods of advertising your products so as to make sure that the message is conveyed to customers. Innovative advertising maintains focus on client's objectives, with the end user always in perspective. This leads to helping customers achieve their marketing objectives with uncommon speed and efficiency. Innovative advertising combines common sense and creative talent to create cost-effective marketing ideas, individually tailored to meet the needs of every business.

Key words: Innovation, Digital marketing, Branding, cost effective, Digitization, Value creation.

PROBLEM AREA

With the creation of new product comes a challenge if the product will be successful in market or not. To make a product hit, businesses promote the product in a way it proves to be **life enhancing** and convenient to the potential customers. Advertising the product is one way. There has been innovation for selling the made product. An innovative advertising not only make people aware about the product but also **penetrates mind** of the people with desire and belief.

Innovation is a core to survival – the industry is moving so fast that you constantly have to find new and better ways of solving problems.

To get a clearer idea of why do we need innovation in advertising and why we believe it's such a key component of what we need to deliver as an industry .we need to look **beyond the face value** of the here and now. We need to look at the context of the market we now operate in. And never have we been in a market in which **change** has been so rapid.

We're entering an age of **acceleration**. The models underlying society at every level, which are largely based on a linear model of change, are going to have to be **redefined**. Because of the explosive power of exponential growth, the 21st century will be equivalent to 20,000 years of progress at today's rate of progress; organisations have to be able to redefine themselves at a faster and **faster pace**."

It's that pace of change, combined with the pressure to redefine, which is having significant **impact** on our clients' businesses. Put another way, change is now a **do-or-die business** imperative. If you need proof, consider the fact that an incredible seventy percent of the companies that were on the Fortune 1000 list a mere

ten years ago have now vanished – unable to adapt to change. So businesses need innovation, especially in navigating the communications landscape.

Before developing the strategies for **customer responses** it is important to understand the master plan which indicates how the responses should be modeled according to customer's attitude which is different in different situations. Giving the right response at right time is the only key factor for successfully building the relationships with customers and **influencing** them to have long-term business deals.

OBJECTIVES OF INNOVATIVE ADVERTISING:

- ✓ To study the trends in Digital media and traditional media
- ✓ To find out the impact of innovation on business
- ✓ To find out the preferences of public regarding advertisements
- ✓ To know the advantages and disadvantages of Digital media and traditional media
- ✓ To determine the effectiveness of innovative advertising on purchasing behaviour

BACKGROUND:

Advertising trends have evolved from the quintessentially traditional print ads and TV spots to new marketing strategies that include QR codes, co-branding, content marketing and online advertising. While print and TV are steadfast in the ad industry, new technology is opening new avenues to reach consumers. For businesses that want to stay ahead of the curve with interactive advertising, these trends can do just the trick.

Traditional Advertising

Traditional advertising is what most people think of when talking about advertising or marketing. This includes: newspaper, radio, broadcast television, cable television, or outdoor billboards. Typical collateral materials needed for your business – like stationery, business cards, or brochures – would also fall under traditional advertising. These are the products that people normally expect from an established business, and are useful for building your business' brand, identity, and image. Traditional advertising is usually well-established and easy to place. It's also very measurable in terms of viewership and who sees your ad. However, it also can become expensive – especially in larger markets – and it is often more regulated. A traditional ad must often meet the norms and standards of the media in which it is placed.



Image i: medium of traditional ad

Non-traditional Advertising

Non traditional advertising can encompass a variety of efforts and methods of getting your message seen. Unlike traditional advertising, non-traditional advertising often involves utilizing an unusual or uncommon advertising space or method. Although the Internet is largely mainstream, its use and some advertising methods online are still considered non-traditional advertising. Google ads, for example, or banner ads, help businesses reach potential buyers that they may have otherwise missed without a non-traditional web presence. Also included under non-traditional advertising are approaches such as mobile advertising, aerial advertising, placards, guerilla marketing, buzz agents, flyers or other literature distributed in unusual places or circumstances, blogs, YouTube videos, t-shirts, magnets or other promotional items handed out to potential clients, wall murals or vehicle wraps, and myriad other things. Non-traditional advertising works well for people with a limited budget and an audience that could be easily reached through a means of communication other than TV, radio or newspaper. It's an effective method of displaying your message and making it more memorable because of the unusual way in which it may be shown. It is useful for a very targeted audience and can often be less expensive than traditional advertising. However, it is also difficult to measure and may require more time to organize or place a campaign.

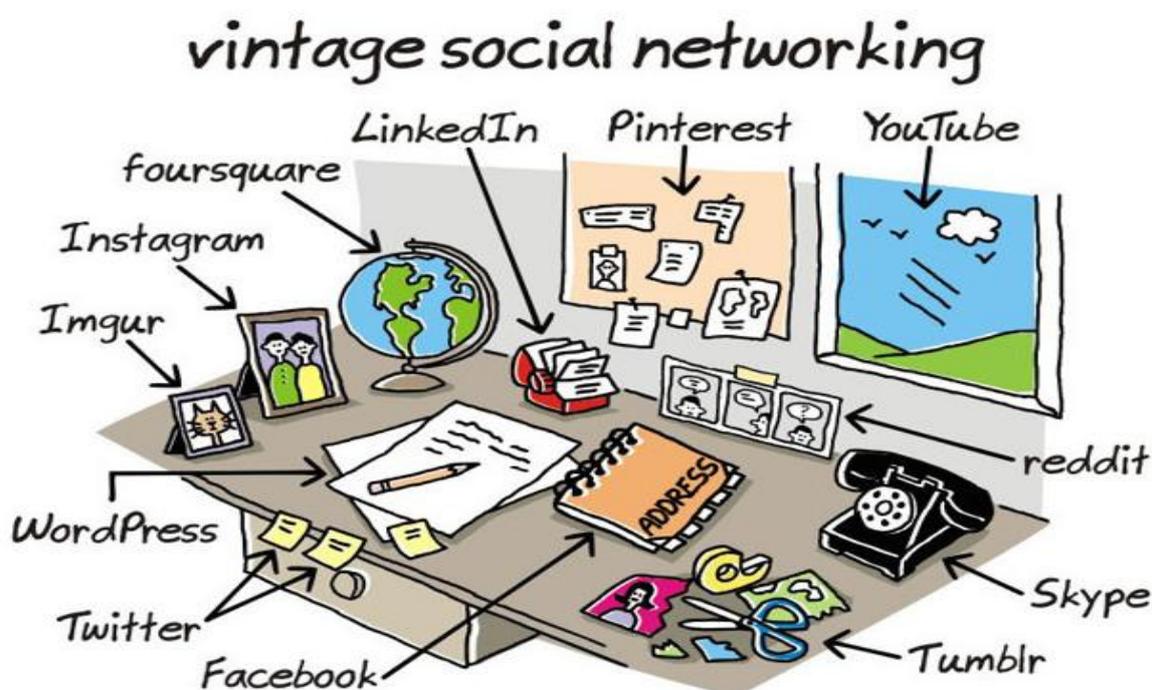


Image ii: non traditional ad

There are several **advantages** of Traditional Marketing:

- **Real world communication:** People can touch, feel, hear and interact with this form of marketing. Plus you can't throw parties or host events to promote a product online like you can in the real world. Therefore, every person can try to detect what other people likes better and act accordingly.
- **Face to face selling:** Unlike social marketing, people have the opportunity to meet their salesman face-to-face. A great salesman can sell a lot of products this way. People also feels less reluctant to try and buy a product because they can experience it with their own hands what the product really do and not only from some images that can be fabricated.

With advantages, there must be some disadvantage too. These **disadvantages** are:

- **It's forced on you:** Traditional marketing is usually forced on the viewer / receiver, as they come across it in their daily lives. This means that the old school marketing has a very low response rate. For example, when we

are watching some ads on the television or people pass us a brochure, our response is usually just ignore it or throw it away.

- **Lack of community:** Most people don't really have something in common with the brand. As a result, they don't really care about its promotions because it's useless for them. Advertisers often spend millions trying to reach people that don't really care enough about their product.

Social Media Marketing

Social Media Marketing is the latest method for buying and selling online. It solves a lot of the problems that traditional advertising have. That's why it's growing at an alarming rate, and become the preferred form of marketing nowadays.

Like Traditional Marketing, there are also advantages for Social Media Marketing:

- **Very High Conversion Ratios:** Because all Social Media Marketing can be tracked and adjusted, more and more people respond to it. In other words the return on your investment is huge. More people that like you and respond to your marketing promotions, means more money!

- **Community building:** Ask any large business person, and almost all of them will tell you that more than half of their income comes from repeat sales. Social marketing builds communities around brands, which drastically increases repeat sales. The more popular your brand becomes, more people will be attracted to it, and more money comes to you, which in turn can be used to better your product, making your brand more popular.

But of course, with advantages comes disadvantages. These are the disadvantages of Social Media Marketing:

- **Dependent:** Social marketing relies on customers being active on the internet. If a customer doesn't use the internet often, or any at all, you lose them as a client. Same goes to internet connection. If your company for some reason lost the internet connection or have a blackout, even if it's only a few minutes, you will lose a very massive amount of money.

- **Scam:** Because we can't really guarantee that the identity of the person we buy the product from is real, Social Media Marketing is prone to scam. When this happens, there is nothing you can do. That's why you should just buy things from an already trusted vendor.

Apart from being traditional advertisement and digital advertisement there are innovations taking place in the advertising world. Innovation is used in both traditional and digital advertisement which proves more lasting effects of the product in the mind of viewer.



Image iii: traditional vs digital

Innovation in traditional advertisements:

Coffee That Stands for Best Aroma: When Bru Gold wanted to engage customers with the richness and aroma of their fine coffee, they sprayed a special perfume on newspapers, the smell of which was that of actual Bru Gold. The readers while reading the newspaper could smell the coffee.



Image iv: Bru coffee

An Unmissable Call to Action

Tata Motors print ad for their Zest sedan had a very clear objective – driving customers to dealership. The 4 page advertorial supplement came with a transparent packet stuck on the newspaper that had a uniquely bar-coded car key. Readers could visit a nearest dealer and match the bar code and stand a chance to win a Tata Zest.

The car key in newspaper ad communicated ease of owning the car gave a sense of ownership resulting in increased footfall at the dealerships.



Image v: Tata Zest

Jo Dekhe Woh Diwana

When kajaria ceramics launched their 3D range of tiles that offers depth in designs, they wanted newspaper readers to get a sense of those innovative tiles. The print ad was a 3D rendered image. The ad came with

specially made 3D glasses stuck on the ad for viewing the ad. When viewed through 3D glasses, the ad gave a near real life 3D experience in the print ad itself.



Image vi: Kajaria ceramics

Layered Smartphone with a Layered Print Ad:

When Lenovo launched Vibe X2 as ‘World’s first layered smartphone’, they wanted to highlight the innovative layered design through print ad. Lenovo partnered with Voconow to overlay an interactive digital layer on top of their print ad. When customers viewed the ad through Voconow app, they could see the smartphone from different dimensions, range of colours, product specs and could even buy the smartphone while watching the ad (instant call to action).



Image vii: Lenovo

With innovation in print media, there is also **innovation using technology..**

Coca Cola is known to experiment a lot with its branding and it has managed to pull these off very nicely most of the times! One such case was the “Small World Machines” campaign which was planned and executed in India and Pakistan simultaneously. A vending machine was placed in two well-known malls in Delhi and Lahore. Each vending machine featured a webcam and a large touch screen monitor.



Image viii: Coca-Cola

Shoppers could grant each other free coca cola – but only if both parties participated in a series of simple activities like making hand gestures, dancing identical steps and so on.

When it comes to branding for insurance companies the two key factors that are part of communications are “fear and action”. One of India’s leading insurance companies, Aviva Life Insurance – A joint venture between Aviva and Dabur India roped in cricket legend Sachin Tendulkar as its brand ambassador. Padding up with Sachin campaign focuses on the bond between father and child by way of a series of cricket tutorials and interviews using social media platforms like Facebook and YouTube.

‘Padding up with Sachin’ throws light on protection and being an insurance company Aviva has played it very creatively. In this campaign Sachin focuses on the importance of parenting and protection while he gives batting lessons to viewers via “**Padding up with Sachin**” and shares some of his own parenting lessons



Image ix: Aviva life insurance

Aviva created an app on Facebook for “Padding up with Sachin”. The app, accessible only to those who like the page, allows viewers to watch videos of the master blaster himself. The page also had contests and winners were declared on a weekly basis thereby resulting in more engagement with its fans.

RESEARCH METHODOLOGY:**Quantitative Research collection from media newspaper**

This type of research methods requires quantifiable data involving numerical and statistical explanations. Quantitative Research is used to quantify the problem by way of generating numerical data or data that can be transformed into useable statistics. It is used to quantify attitudes, opinions, behaviors, and other defined variables – and generalize results from a larger sample population. Quantitative Research uses measurable data to formulate facts and uncover patterns in research. Quantitative data collection methods are much more structured than Qualitative data collection methods. Quantitative data collection methods include various forms of surveys – online surveys, paper surveys, mobile surveys and kiosk surveys, face-to-face interviews, telephone interviews, longitudinal studies, website interceptors, online polls, and systematic observations.

For the purpose of literature survey, a sample survey was adopted through the structured questionnaire, and information was gathered.

Sampling method

The sampling procedure used was convenience and judgement sampling, as in questionnaire were administered at places like the residents, cyber centre, office and colleges.

DATA REPRESENTATION & DATA ANALYSIS AND INTERPRETATION:**Tools for data collection**

Interaction with respondents was in the form of face-to-face interviews and telephonic with the help of questionnaire. The questionnaire consisted of a set of questions, asked to the respondent for his/her response; the questionnaire was structured and non-disguised. It was done in a prearranged order and the object of the research was revealed to the respondent.

Primary data

The primary data was generated through the use of a structured questionnaire, which had both the open ended and close-ended questions. They were conducted in Amravati region and the data collected was used for the purpose of analysis and interpretation.

Secondary data

The secondary data was collected from the following sources:

Websites

Newspapers

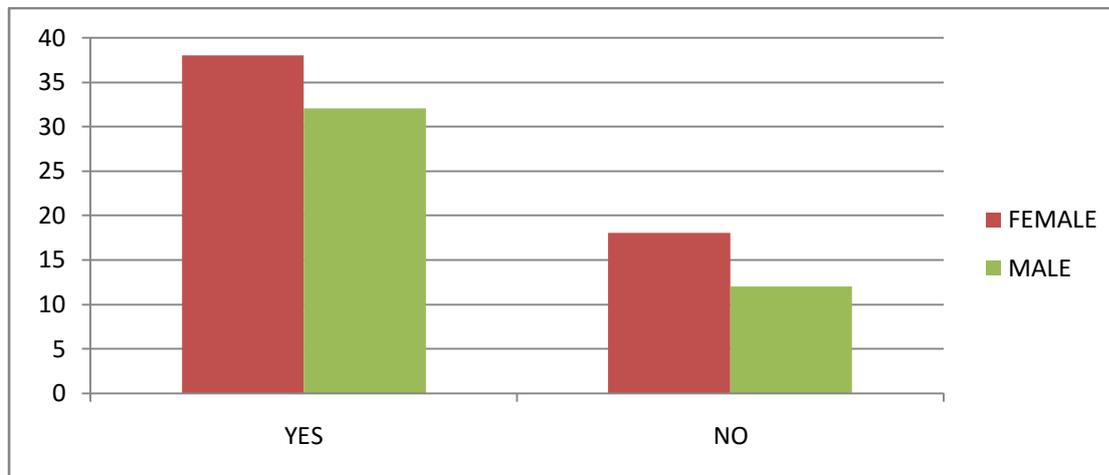
Sample size

A total of 50 respondents were interviewed during the survey. The input from these respondents which was collected in Amravati region formed the primary data for the study.

LIMITATIONS OF THE STUDY:

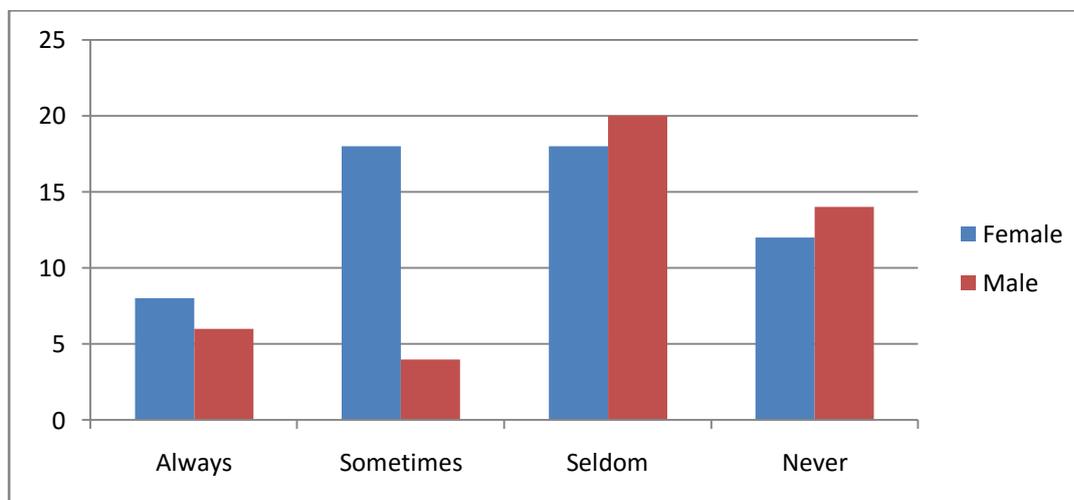
1. The sample size is limited to 50 users hence the result of the study cannot be taken as universal.
2. Findings of the survey are based on the assumption that the respondents have given correct information
3. Since the respondents had to fill the questionnaire while busy with their hectic schedule, many people were reluctant to answer.

Chart x: BUYING PATTERN BECAUSE OF ADVERTISEMENT



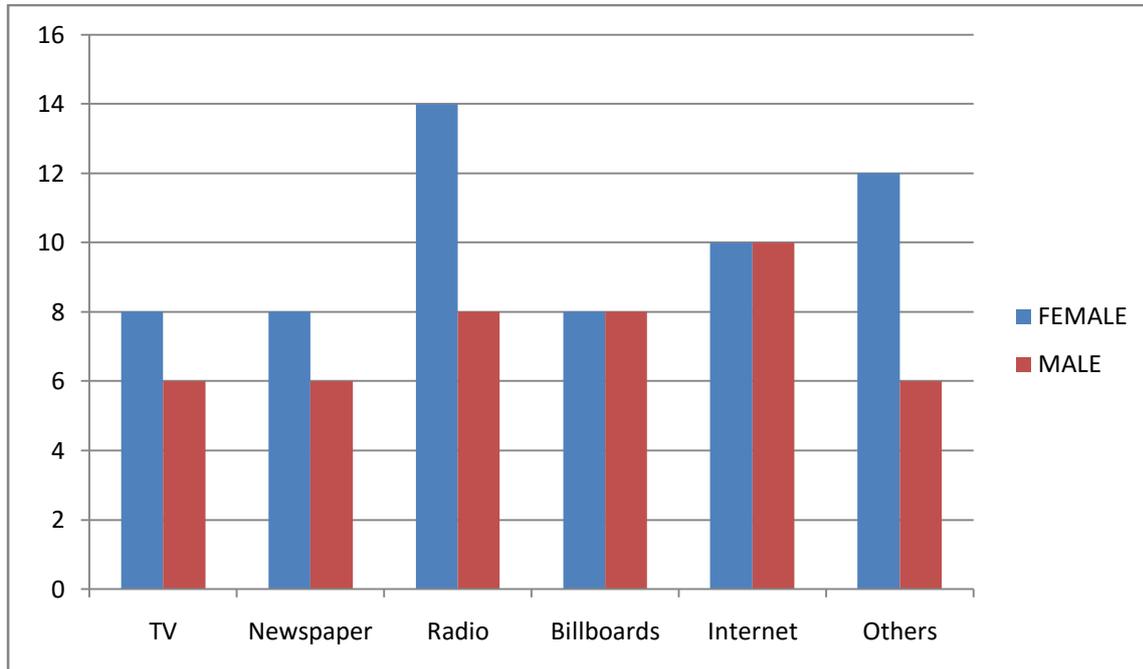
The bar graph shows 38% female consumers and 18% male consumers buy products due to advertisement.

Chart xi: INFLUENCED BY ADVERTISEMENT



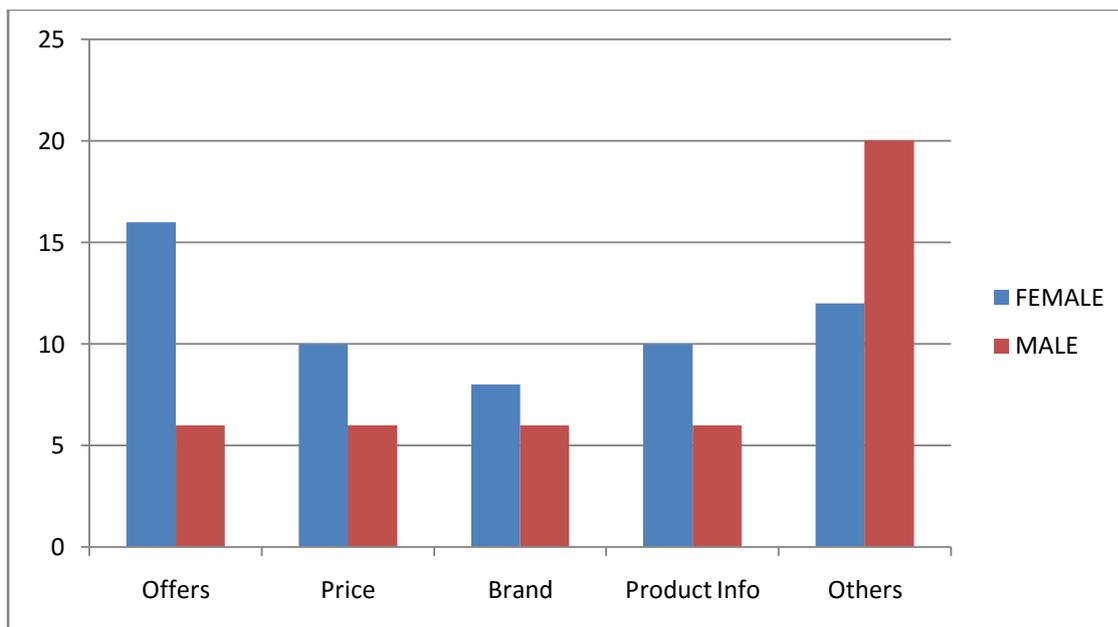
According to the graph, the highest percentage of male consumers (20%) seldom gets influenced due to advertisements.

Chart xii: PREFERRED MEDIUM OF ADVERTISEMNT



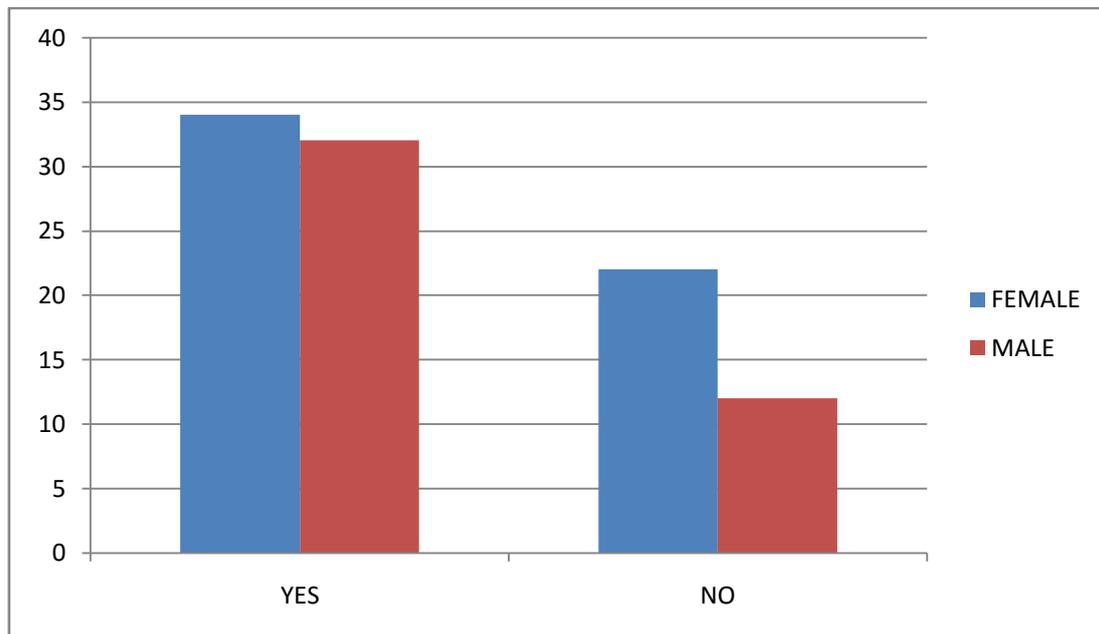
From the graph, 14% female consumers prefers radio commercials as their medium of advertisement while 10 % male consumers prefer internet as their advertise medium.

Chart xiii: MOST SEARCHED THING IN AN ADVERTISEMENT



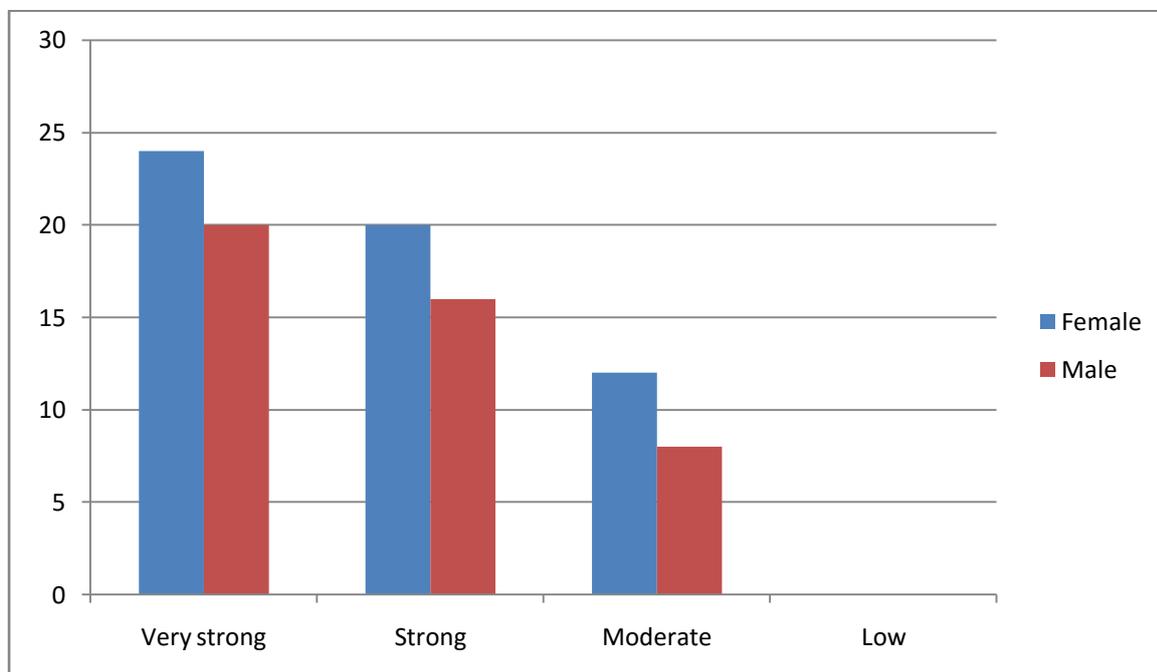
Here, 16% female consumers look for offers in an advertisement while 20% male consumers look for other information like reputation of the product, brand endorsements, usefulness of the product, etc.

Chart xiv: INFLUENCED BY INNOVATION

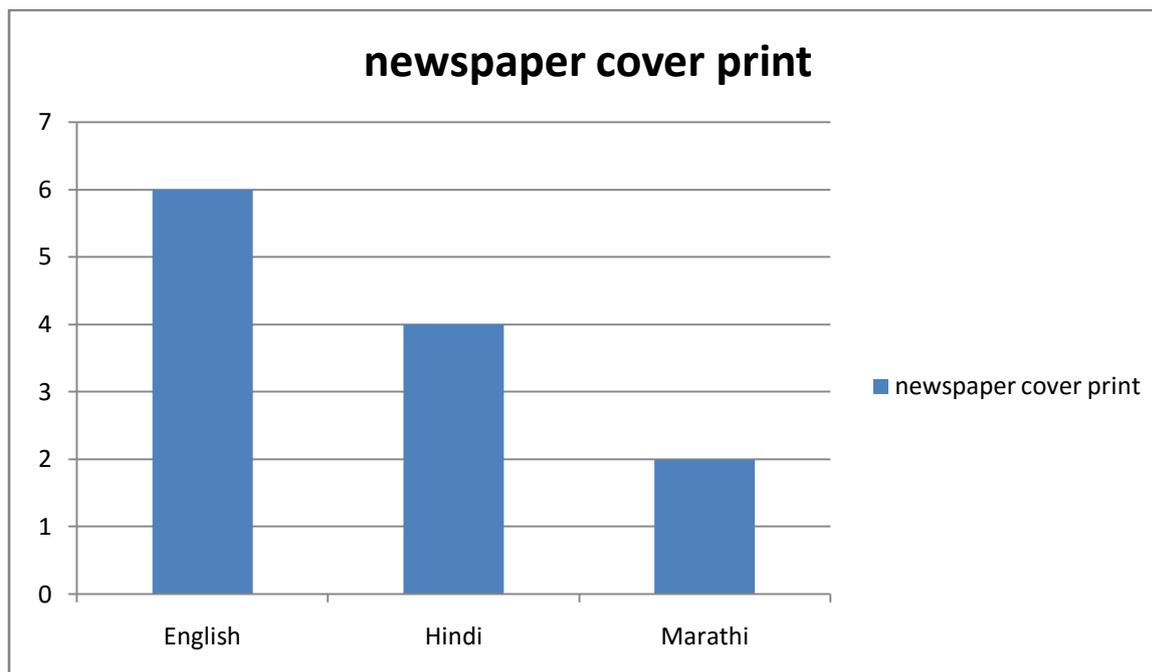


34% female consumers while 32% male consumers are influenced by innovation.

Chart xv: Impact of innovative advertise in the mind of consumer



Study shows maximum number of consumers gets influenced by the use of innovative advertisement.

Chart xvi: Newspaper cover picture

As per the data received, few interpretation can be made regarding advertisement and innovation

1. Female users are more influenced by advertisement as compared to male users.
2. Advertisement does not alter the buying pattern of most consumers to a high level.
3. Digitization helps a product to reach a large number of consumers but traditional methods are not faded because of digitization.
4. Internet advertisement has gained popularity in a very small period of time.
5. Innovation influences the mind of people to a very high extent.
6. There has been innovation in the print media, they print the cover page with an advertisement which has helped increase in sale of products.
7. As per the chart innovative advertise makes a very strong impression in the mind of people.

Suggestions :

1. When consumers are affected mostly by radio commercials, there is a need of innovation in the area of radio advertisements.
2. Consumers still prefer the traditional methods of advertising and thus taking more efforts on innovation in traditional advertising will help product sustain growth.

Conclusion:

As per the study conducted there has been changing trends in the world of advertisement may it be traditional advertising or digital advertising. Innovation does not necessarily have to be driven by technology. It is taking place in traditional as well as digital world. Innovation helps connect people with the brand or product and keeps the impression of the product in the mind of people. People gets influenced by the innovation made in promoting the product but preferences of buying the product remains with the mentality of consumers.

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