

# Academic Script

## Introduction:

There are several media options available to viewers. The viewers today have not only a greater choice but freedom to choose as well. There are several Media Options which have emerged due to increased popularity of advertising. Advertising through cell phones and marketing through social sites are some of the Emerging Media Options.

After completion of this session you will be able to understand :

Media options available to Indian viewers Satellite

Television : Advantages and limitation Cable

Television : Limitations

Marketing through Social Sites : Objectives of marketing campaigns on social networks and lastly,

Marketing Campaigns on Social Networks Advertising through Cell Phone

## MEDIA OPTIONS

The various media options are as follows:

1. Transit Advertising
2. Satellite television.
3. Cable television
4. FM channel.
5. Video advertising.

**Transit Advertising :** Transit advertising also called vehicular advertising. We find advertising in the mainline trains,

suburban trains, buses, taxis, auto-rickshaws, etc.

Suburban railways in Mumbai has allowed outside compartments of local trains for advertising purpose. BEST buses carry advertising messages in the buses. They generate revenue to the advertiser. Thus advertising in any form through transit media is called transit advertising.

**Satellite Television :** With satellite TV, and plethora of new channels, Indian viewership base is expanding.

### **Advantages :**

**The following are the main advantages of satellite television.**

**1.Global Recognition :** Satellite television has provided global recognition to Indian business. It has facilitated global publicity of domestic goods.

**2. Global Contacts :** Satellite television has brought Indian business community within the functional life of the whole world.

**3.Mass Appeal :** Satellite television have become very popular among the masses because of contents and coverage.

**4.Prime Time :** It was generally believed that television has prime time viewership, but the experience of satellite television has shown that a television channel can broadcast all 24 hours.

**5.Variety of Programmes :** Satellite television provides a variety of programmes. They include serials, shows, teleplay, children programmes, talk shows, game shows, fashion shows, chat shows etc.

**Limitations :** There are several problems associated with satellite television.

1.The first one is the lack of talent. Since the TV explosion is so recent, the competent people happen to be with the existing houses. This has led to a lot of turnover involving huge spurts in manpower costs.

2. The second difficulty is to assess what the consumers want. It is difficult to get a clear picture of the target audience their attitude and likings.

3.Another important problem of satellite television is the entry of groups with virtually no synergy with media operations. For example from the diversified Chennai based NEPC group to the London based Hinduja group all are new to the field.

## **Cable Television**

Cable Television (CATV) stands for community antenna television and is popularly referred to as cable television. It was introduced to provide good video reception for people who could not otherwise receive signals well.

The concept of cable television is also changing. Originally, it paid a copy right charge, picked up net work and independent stations" broadcasts and delivered them to home that were wired for cable for a subscription fee. As cable systems grew in size and sources they acquired the rights to movies, television reruns, and sporting events which they transmitted to their subscribers. These offerings usually took the form of pay television – subscribers paid a special fee for programmes without commercials.

Advertising expenditure for cables is increasing day by day

and the cable TV has opened up various avenues for the advertisers to promote their products. Most of the advertising currently on cable is in the form of spots sold to national advertisers. Cable offers the local advertisers an opportunity to create innovative advertisements. In future cable advertising will be extensively used by regional and national advertisers for promoting their products.

**Limitations :** The following are the limitations of Cable television:

1. C-TV is at its infancy. It has not been developed as an organised activity in India.
2. Each new entrant encounters a series of reach restricting filters.
3. The ability of the cable operators to receive beams from the particular satellite.
4. The willingness of the operator to expand their capacity to actually deliver the service.

### **FM broadcasting :**

FM broadcasting is a broadcast technology pioneered by Edwin Howard Armstrong that uses frequency modulation (FM) to provide high-fidelity sound over broadcast radio.

The term "FM band" is effectively shorthand for "frequency band in which FM is used for broadcasting". This term can upset purists because it conflates a modulation scheme with a range of frequencies.

### **Video advertising**

It is now considered as the latest media of advertising. Under this method, video-cassettes ad-films are prepared. Nearly 22 million people around the world watch Indian films on video. India alone has video-audience of about 40 millions which is increasing day by day. There are more than 50,000 video-libraries and more than 1 lakh video-parlours/clubs in India. The video-cassettes released in India are also being screened in thousands of luxury buses. Besides the feature film they contain advertisements which are displayed at short intervals.

## **MARKETING THROUGH SOCIAL SITES**

Marketing on social networks require the use of Facebook, MySpace or private label social networks.

Social Networks are attractive because consumers are connecting with other consumers and the trust tends to be higher. There is a tremendous amount of buzz from the media for this newest form of marketing. There are lots of folks using social networks.

The main objectives of marketing campaigns on social networks are as follows:

**1. Meets a business objective:** First and foremost, any marketing campaign or activity should match with a business objective, regardless of the tools being used.

**2. Supports Community Goals:** Every community is different, and each has unique goals (from supporting products, to each other, or to just be entertained) the campaign focus should therefore meet the needs of the community, before the needs of the marketer. Effective

campaigns will first understand the core drivers, interests, and rituals of the community and learn how to meet those desires.

**3. Member Interaction:** The most successful social networking campaigns and efforts involve the audience.

**4. Quickly scale:** Social networks are designed for information to quickly move from member to member, so campaigns that lean on these capabilities perform the best.

**5. Utilize Media:** In some campaigns, the best way to get members to return is to offer them media. Depending on demographics and community needs, this could be audio, videos, or demos

**6. Self-expression or communication:** Members in social networks like to communicate with each other, or self-express. As a result, campaigns should satisfy these needs with the appropriate tools

**7. User satisfaction :** This encompasses the overall experience of the campaign, the content and navigation items should be where expected, the language familiar to the audience, and overall look and feel of the site appealing.

**8. Provide long term utility:** Successful campaigns have a longer term value, rather than a short term 'disposable campaign'. These campaigns add value by being a useful application to the members, rather than just quick dose of entertainment.

**9. Enhance Value as Community participants:** As more people contribute or interact with the campaign, the value is increased. This can be in the form of content that is created by the community, contests, voting, or games.

**10. Integration with other marketing activities:** Successful marketing campaigns aren't single channel, in fact they utilize multiple channels and mediums to enhance the overall activity. The same thing applies to marketing campaigns on social networks, those that are promoted from other locations such as (corporate websites, email newsletter, blogs, podcasts) outside for the social network have a great chance for success.

**11. Maintain agility during the campaign:** Social networks are living, breathing organisms made up of real people connecting with each other. Marketing campaigns also should share these attributes and should be flexible to change in-flight, yield to legitimate requests or complaints of the community. Those campaigns that reflect the same dynamic behavior as human interaction have a higher chance to be interacted -and accepted -by the community.

**12. Company Participation:** In some cases, companies that participate in the discussions or conversations will yield to a more successful marketing campaign. Activities can range from recognition, company interaction, or attention to members perhaps from a community manager.

## **MARKETING THROUGH SOCIAL NETWORKING SITES**

There are a myriad of different social networking sites and practically everyone and anyone are part of these networking sites. Such sites are great online marketing tool, one that you can use to improve your business or career.

What is social networking? Similar to the traditional form of socializing, social networking is getting to know people; the only difference is that it's online and not face to face. If you like someone or share similar interests, these people become part of your network.

As your network grows and develops, it is advertising by word of mouth. When people in your network, start discussing or talking about you, the marketing has begun.

The wonderful thing of online networking sites is that people are not restricted by geographical location, time or any other thing for that matter. You can interact with people whom you want to and when you want to.

Interacting on these social networking sites is relatively easy, and there are a number of ways to do so. Also a lot depends on your main reason for being part of the network. Are you looking for exposure for your business or your website? What are your business goals? Are you looking for work? Or are you a potential employer looking to hire professional employees?

So basically your goals and objectives will dictate how you want to present your profile, and more importantly whom you want as part of your network. There are several different types of people you should consider, who will help you out in different ways. Consumers are people who will benefit from the service or products you have to offer.

People from large organizations, along with media will help to spread the news about you or your company. Then there are the consultants whom you may consider hiring.

There are number of social networking websites that you can become a part of such as LinkedIn, MySpace etc.

## **ADVERTISING THOUGH CELL PHONE**

Mobile phone advertising is the promotion of ring tones,



games and other mobile phone services. Such services are usually subscription-based and use the Short Message Service (SMS) system. Another method is broadcasting messages to the mobile phone is idle-screen, enabling the mobile operators or advertisers to reach millions in real-time. The advertising and sale of ring tones in particular has seen a massive growth in recent years, with some commercial breaks, particularly on music television channels and in motor racing being dominated by such adverts.

While advertising via a mobile phone is still relatively new, inventors have developed ways to use a mobile phone to present advertising to persons standing near a mobile phone user while the user speaks in a non-hands free mode.

A new approach to mobile content advertising is the use of viral marketing. Through specially designed programmes users can send recommendations for mobile content they like to their contact lists.

Content advertising through mobile phone is a common event and mostly all of the mobile phone users are greatly aware of it. This feature is used to promote various products, ring tones, games, quizzes, mobile accessories and many more things, either directly associated or indirectly associated with mobile phone features. In general, these types of advertising are solely dependent on user-end subscription. Primarily this is done through SMS messaging service; sometimes it is done through broadcasting messages in the idle screen of the mobile phone.

The most common and easily customizable form of content advertising is through displaying the logo of the mobile network operator. This comes either in text message or in small monochromatic image, which can easily be replaced with

customer's own customized text or images.

On the other hand, handset manufacturers introduced a better method for advertising their product by developing specialized ringtones, which distinctively sets apart one brand to another. In their websites, they also start advertising by supplying freely downloadable ring tones of popular songs or melodies. They did it either with a very low service charge or absolutely for no charge at all. This leads to an increase in their rating and popularity among the mass.

Also mass media campaign contributed greatly in terms of content advertising. This form of advertising drew attraction of the mass just within a limited time phase.

For example the first known operator to execute brand advertising campaign was none other than AIS in collaboration with Honda, the first international advertiser using the mobile's idle screen to display advertisement.

The current trend includes the ad-supported content advertising to the phone service model. Almost all renowned network service providers offer their users to experience subsidized service in exchange of viewing a specific amount of advertisements in their mobile phones.

The content advertising method is continuously evolving and it incorporates different features including approaches like 'one person per presentation' or 'persons standing near'. In both of the cases the objective is to provide the advertiser multiple views per presentation within a specific demographic area, however, the processes are somehow different.

## **SUMMARY**

Now a days viewers have a greater choice and freedom to choose a proper channel. Transit Advertising, Satellite television, Cable television, FM channel, Video advertising are the main emerging options.

If you are using Face book or MySpace or private label social networks for marketing it means you are marketing on social networks.

Social networking means socializing or getting to know people online and not face to face. If you like someone or share similar interests, these people become part of your network. The wonderful thing of online networking sites is that people are not restricted by geographical location, time or any other thing for that matter.

In today's world, we can see that mobile phone has become a potential diamond mine for advertisers through which the advertisers are able to reach to the potential customer following the most personal and intimate way. In this lesson we learnt various concepts like:

Media options available to Indian viewers

Satellite Television : Advantages and limitation

CableTelevision : Limitations

Marketing through Social Sites : Objectives of marketing campaigns on social networks and lastly,

Marketing Campaigns on Social Networks Advertising through Cell Phone. Thank you for listening to me and I hope it would have helped you in understanding Advertising better.