

Advertising Campaign in Pandemic

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ABSTRACT: Campaign for the advertising has many dimensions. The current pandemic has eroded the savings of most of the people and companies has little savings to sustain in the market. With less purchasing power its difficult for the companies to sell the product in spite of bearing the heavy cost of advertising. The paper attempts to examine the corporate strategies of advertising campaign in the current pandemic

I. INTRODUCTION

Advertising campaign is simply giving theme of the company to an action according to the goals of the company. Actually, it's not that simple as it looks like. Organizations have multiple goals apart from earning profit from the sale of the product. It could be the sustenance of demand or putting product in the memory of the customer at the time when they go for shopping.

It generates from the ideas of the company when they first conceive it and determine to give it a go in the market through advertisement. It has many dimensions in the preliminary stage. The biggest factor is the cost involved in giving the advertisement. Now a days after covid the permutation and combinations of the companies failed to achieve the desired result and advertisement expenditure is considered as waste to a significant extent. The reason for this can be the depressed demand for the last five months due to covid. Reviving the demand at this stage is almost impossible in the short span of time. This is the situation not only peculiar to India but all over the world. The brand which used to have a significant share in the market have gone down to near zero due to fear of the people.

Many factories closed and a large number of people have lost their job. Reviving the economy at this stage is a big task. The corporate fear is what if the demand does not pick up even after giving advertisement. Here one point is to remember that most of the big and small brands are not in a comfortable position so far as the finances are concerned. With empty exchequer the Government

is also helpless. Giving financial package to all the affected industries is almost impossible. Companies has little savings left which can be used to stay in the business. There are some areas where the companies can focus on their advertising campaign.

The new product development is the one significant area where the advertising campaign has tough task to handle. The sudden imposition of lockdown not only impaired the plans of its introduction rather gave a setback to the planning of years. Here the strategy would be to start it with a low profile in the market rather than waiting for the economy to revive. It is true that there are more chances of failure but sitting idle and not doing any thing is also not a good strategy. Low budget advertising is the best option which may work. Most of the Advertising agencies are giving discount now a days and companies can make use of it.

For the product which is already there in the market but lost the demand in the lockdown can be revived through intensive advertisement. Zodiac a popular brand of clothes has come up with a unique way of selling its product. It is giving mask along with the shirts of the same cloth of the shirt. This attracts the customers particularly executives and people in the higher income group who are conscious about their image in the company. Many companies like Spank or Jockey has introduced a new product line of track pants to be worn at home. The reason is simple as majority of the people in corporate sector are working from home. Number of other products relating to the office like furniture etc. are also in high demand and intensive advertisement can yield the good return.

The target audience which is another important factor in advertising campaign also needs some consideration. To whom the advertisement is directed specifically as different from the masses so as to make it most effective. Due to the pandemic there is no change in the target audience but the lost purchasing power is the concern of a company. Advertising campaign to give discount or loan on easy terms can serve the purpose. The automobile

market which is almost gone in the last five months is showing some sign of recovery. The companies are offering huge discount and advertising it intensively. Here the saving in the form of discount or free service or low interest rate loan are important. Target audience even in different age group for example high income group or lower income group both want discount or less price of the product. The companies may lose some return in the process but ultimately, they will gain in the future.

Improving the dealer relations is also very important factor of the advertising campaign. It is true that the dealers have lost their saving in the pandemic and have little left to keep the stock. Their storage cost increased many folds during last four months. The Strategy here could be to increase their margin. One strategy is to increase the MRP and sell the product through discount. The strategy works almost in all sectors. The benefit of this strategy is that dealers get good amount of difference and can compete in the market. It is essential to keep the dealer happy otherwise they will create scarcity of the product and consumers may shift to the competitor's product. Another area which is part of the advertising campaign is to support the personal selling, though the companies can do this job only through their authorized stores but if the advertising is effective it helps in the personal selling as less efforts are required to sell the product.

Attracting the customer of competitors is slightly tough but the companies can work on that also. One good and tested strategy is to compare your product with the competitors in such a way that it should give your product an edge. Newspapers do it in its right way by highlighting their one point in which they have an edge and it may not be the total circulation. Patanjali when came in to the consumers goods industry showed the lab result of its honey and that worked and it captured the significant share in the market. Comparing the product is very common in the FMCG and people come across this and change their product. Companies should effectively use it in their advertising campaign.

Lastly the brand loyalty is also important. If they are loyal to your brand there is no problem but keeping them loyal is also a tough task. Pandemic could have changed their loyalty because of non-availability of goods but intensive campaign is required to bring them back. One possible strategy could be to target them directly through personal messages if the company has made its data base. Giving the special discount if they have used the product. Remember companies have to

motivate the to use their product regularly and larger than the previous quantities.