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Types of Advertising - II

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Aim

To make students understand the concepts of rural and special purpose advertising



Instructional Objectives

After completing this chapter, you should be able to:

- Describe the overview of advertising in rural India
- Summarise the types of special purpose advertising
- Explain the concept of social advertising



Learning Outcomes

At the end of this chapter, you are expected to:

- Compare advertising in rural India versus urban India
- List out the applicability of various types of special purpose advertising
- Illustrate the role of social advertising in Indian context

2.2.1 Introduction

Do you remember the Pulse Polio Campaign, “Do Boond Zindagi Ki”, showcasing the goodwill ambassador Mr. Amitabh Bachchan? Pulse Polio campaign is an initiative from the Government of India to make the nation polio free. The campaign is aimed to encourage parents to protect their kids against the potentially deadly poliomyelitis (polio) virus by vaccinating all children under the age of five years. This was a large scale pulse polio vaccination campaign which was aimed to cover every child in the country. Mr. Bachchan was chosen as the brand ambassador for this campaign. This choice was a huge success as the actor was very popular among masses. The continuous message given to the public was not to miss even a single child for immunisation and to eradicate polio from India.

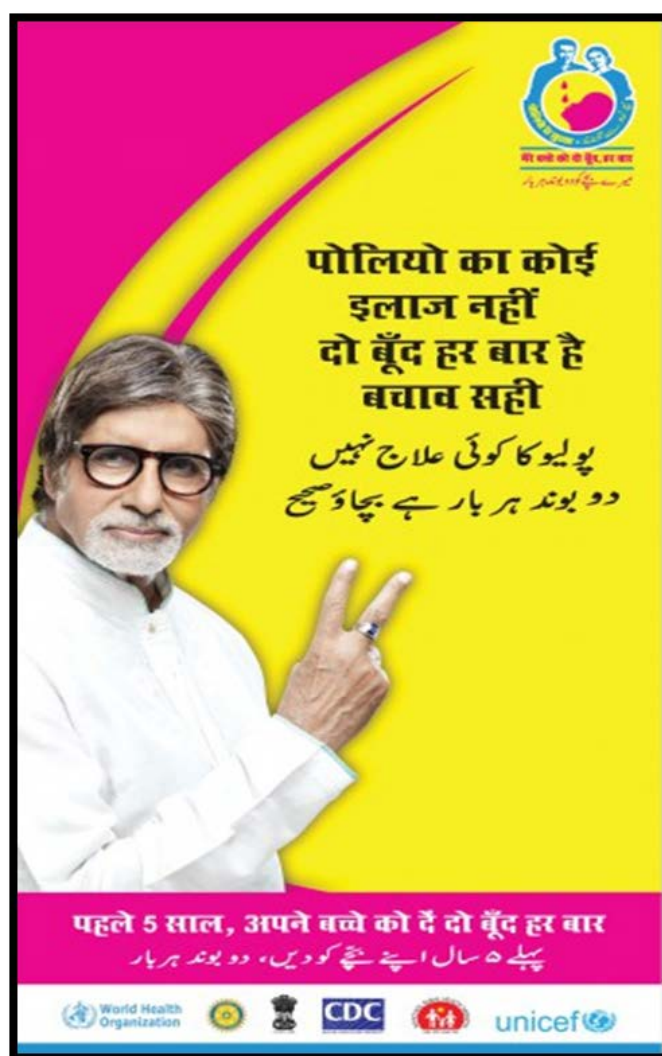


Figure 2.2.1: Pulse Polio Campaign featuring Mr. Amitabh Bachchan

The Polis campaign emphasised on:

- a. Polio has no cure.
- b. Polio can only be prevented by taking oral polio vaccine.
- c. Vaccine should be taken multiple times by children up to five years of age.
- d. Migrants and mobile communities should take vaccine wherever they go.

The efforts taken by the Indian government, vaccinators, health workers, ambassadors and parents didn't go for a waste. Over the past few years, the number of polio reported cases have decreased drastically. India reported only one polio case in 2011, as compared to 42 cases in 2010 and 741 cases in 2009. Isn't it remarkable?

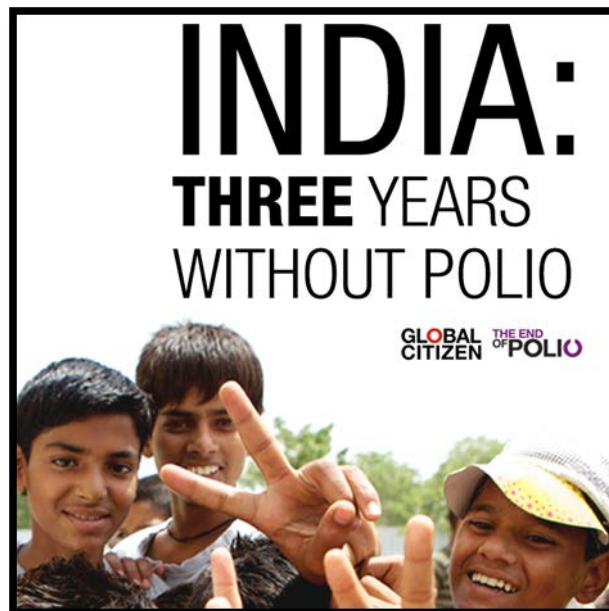


Figure 2.2.2: Pulse Polio Campaign Featuring the Message “Three Years without Polio in India”

In March 2014, the World Health Organisation declared India a polio-free country, as no polio cases were reported for three years. Major credit for this success can be attributed to continuous advertising efforts. Most of the time, advertising is associated only with corporate and big brands which comprise publicity stunts and gimmicks. This chapter will deal with the different kinds of advertising which are not endorsed by big business brands such as advocacy advertising, social advertising or political advertising.

2.2.2 Advertising in Rural India

(i) Concept

India is a country of over one billion people, over 70% of its Indian population resides in the rural areas. About one-third of the Indian national income is derived from agriculture and allied activities. Rural markets are emerging and have highly untapped potential. Marketers are putting in their best efforts to explore the rural markets through innovative approaches. Some of their efforts have given them success while some are still ambiguous. Improvements in rural infrastructure promise a bright future for those who intend to go rural for expansion of business.

Other reasons which are pulling marketers to the rural market are increased competition and saturation in urban markets. In the recent past, Indian rural markets have generated interest of many multinational and national companies. According to a survey conducted by the National Council for Applied Economic Research, better pricing of agricultural goods has contributed to an increased income of the rural audience. Marketers feel it is the right time to take advantage of the untapped rural markets.

While developing communication and advertising strategies, the marketers should have a deep understanding of the mind set of the potential customers. Tricky gimmicks do not work for rural audience. Experts believe that combining education along with entertainment is a good strategy for rural audiences.

The medium used for rural advertising are conventional mass media, non-conventional media and personalised media. The media vehicles used for conventional mass media are television, radio, press, cinema, wall paintings and hoardings. Non-conventional media vehicles are haats (weekly markets), melas (fairs), puppet show, magic show, video vans and others. Personalised media vehicles are direct mailers, leaflets, word of mouth and inter-personal communication. Folk media is also becoming a popular technique through which rural customers are targeted. Folk songs and dances, theatrical forms such as puppetry, street play and magic shows are the part of folk media.

(ii) Rural Advertising Strategies

Advertising in rural markets is challenging as most of the population is unschooled. Given below are few strategies through which rural advertisement campaigns are executed in the rural markets.

-
- a. Addressing the target audience through visual aids is beneficial to inform, persuade and remind the audience about a product or service.
 - b. Organising magic shows, skits, fairs and exhibitions increase the brand awareness of any product in the rural areas.
 - c. Appropriate pricing schemes also attract the audience. Low priced shampoo sachets, toothpaste, oils and other basic necessity products attract the attention of rural customers.
 - d. As mobile vans can reach the interior parts of the country, they are also used by marketers to spread product awareness.
 - e. Newspapers have a limited reach due to illiteracy among the rural audience.
 - f. Radio has a wider reach as it one of the affordable and preferred mediums.
 - g. Marketing campaigns should be designed keeping the regional language in mind as it becomes easier for the customers to understand and relate with the information.
 - h. Outdoor publicity in rural markets includes signboards, hoardings on buses and trees, banners, painting the shop walls etc. All of these should be preferably written in regional language to make the rural audience aware about a product's benefits.



Figure 2.2.3: An Example of Rural Advertising

(iii) An Insight to Coca-Cola's Rural Advertising Strategies

Brands such as Coca-Cola have started exploring the rural markets in India. Let's have a look at Coca-Cola's rural advertising strategies. The rural advertising strategies of Coca-Cola are:

-
1. **Affordability:** Coca-Cola knew that an average rural worker does not earn more than ₹ 100 a day. Purchasing a coke bottle for ₹ 10 might be expensive for him/her. So to overcome this barrier, coke came up with a 200 ml bottle costing just Rs.5, which was affordable to any rural consumer.



Figure 2.2.4: An Example of Coca-Cola's Rural Advertising

2. **Acceptability:** Coca-Cola introduced Amir Khan as a common man from different regions of India in their advertisements, with the tagline "*Thanda Matlab Coca-Cola*" and "*Yaara DaTashan*" etc. This became a major success and was highly acceptable amongst the masses.



Figure 2.2.5: Coca Cola's Rural Advertising – TV Commercials

Coca-Cola India organised *haats* (weekly markets) and *melas* (fairs) in various parts of the country. Coca-Cola also increased acceptability amongst rural audience through wall paintings and hoardings.



Figure 2.2.6: An Example of Coca-Cola's Rural Advertising

3. **Availability:** Coca-Cola realised that their centralised distribution system is not working for rural markets. Taking the stock from bottling plants to retail outlets in rural areas was becoming a costly affair for Coca-Cola due to long distances. To ensure smooth distribution and availability of the stock, distributors hired rickshaws which travelled to villages every day. Small hubs/distributors were appointed in the adjoining areas.



Figure 2.2.7: An Example of Coca Cola's Rural Advertising



- ### 2.2.3 Special Purpose Advertising
- #### (i) Green Advertising

The following advertisement of Coca-Cola is showcasing the new bottle of green apple flavour. This creative ad campaign is illustrated by David Quartino. Coca Cola introduced plastic bottles made from 30% plant based plastic, which is fully recyclable.



Figure 2.2.8: An Example of Coca-Cola's Green Advertising

(ii) Political Advertising

Political advertising is an interesting form of advertising specially used by political candidates to reach out to voters and influence them to vote in their favour. These political campaigns have a spread of several months and use various mediums for publicity. With changes in the market and advent of digital media, political candidates have more options to reach out to larger groups of the population with less effort and time.

Political advertising includes election advertising but is not only limited to the same. It also includes marketing communications about a political party, a candidate or representative, advertising about any issue of public interest or governmental policies. These advertisements suddenly crop up during the election period. From radio to television to billboards to digital platforms — everywhere the candidates start their campaigning in hope to win seat and elections.

Remember the Indian general election of 2014, where Bharatiya Janta Party came out with the slogan “*Abki Baar Modi Sarkaar*” (*This time, it will be Modi's Government*). Narendra Modi (nicknamed as *NaMo*), India's current Prime Minister attempted to build a strong digital presence during the election time. He was (and still is) very active in interacting with the people of nation through social mediums such as Twitter. This close interaction with the masses was a novel and a fresh idea, thereby making it an immediate hit.

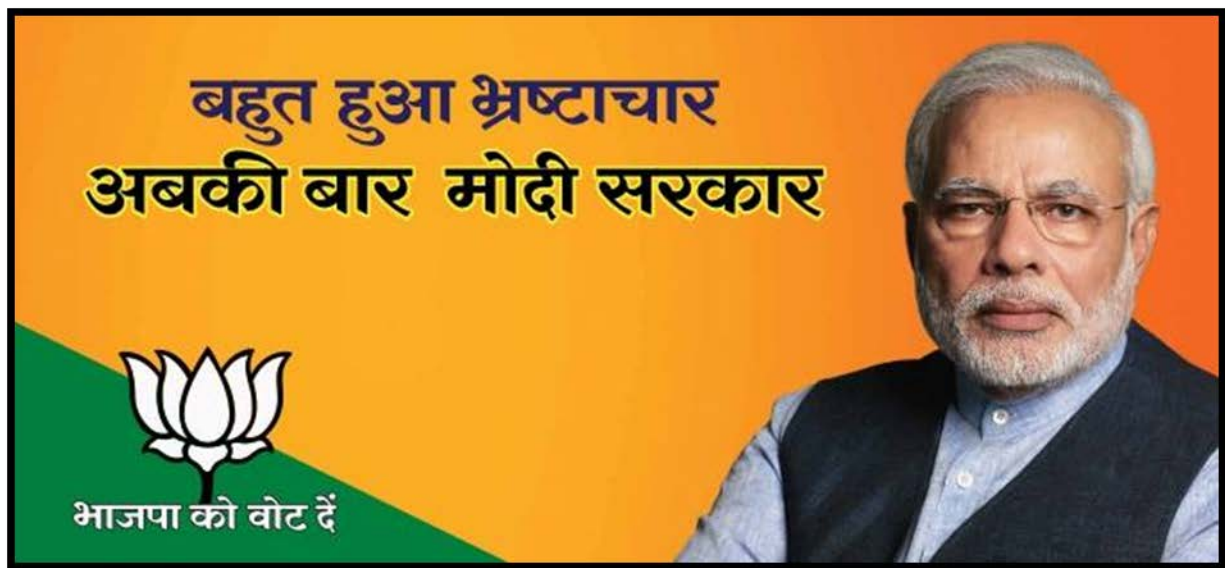


Figure 2.2.9: An Example of Political Advertising

Congress candidate, Rahul Gandhi tried in various ways to give other political parties a tough fight. Congress focused on targeting “the youth” in all their campaigns.



Figure 2.2.10: An Example of Political Advertising

(iii) Advocacy Advertising

Advocacy advertising is a kind of advertising which attempts to influence the opinion of public on specific political, social or economic issues. Usually non-profit organisations engage in advocacy advertising. Advocacy advertising does not specifically promote any product or services.

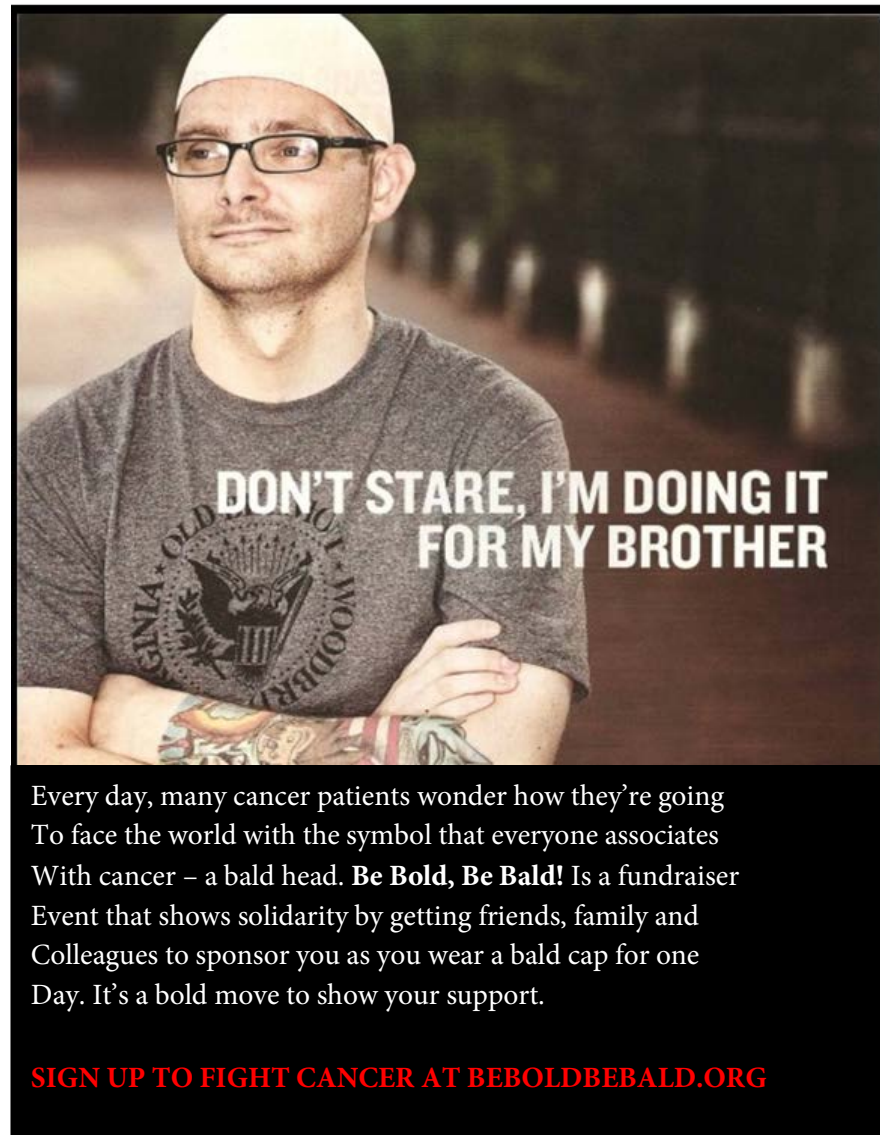


Figure 2.2.11: An Example of Advocacy Advertising

The above awareness advertisement campaign is an example of advocacy advertisement. The campaign initiated a support to cancer patients. The ad does not have a lot of words yet the objective of the ad stands out perfectly. The tag line mentions that bald patients are stared as they are bald. The organisation encourages normal people to go bald and support cancer patients.

Another example that can be quoted here is an award winning campaign “Share your Breakfast” launched by Kellogg’s in 2011. This campaign was adjudged as the Best Advocacy Social Media Campaign. Breakfast is treated as the most important meal of the day. Kellogg’s encouraged the users to upload and share their breakfast photos through Facebook. Kellogg

in turn donated more than a million breakfasts to the kids who were in need. This worked for Kellogg's in two ways; the company was able to spread a message to support a cause and secondly it enhanced its corporate image in the process.



Figure 2.2.12: An Example of Advocacy Advertising

(iv) Financial Advertising

Advertising of financial brands with the objective to build trust among the investors is known as financial advertising. This kind of advertising is usually done for brokerage firms, insurance companies, banks, mutual fund corporations etc.

Financial advertising is usually carried out through television, print, hoardings and radios. It tends to inform the investors about their new schemes, easy and convenient services offered, risks involved, protecting the future of their families and benefits of products to build customer loyalty. HDFC Standard Life advertisement campaign of “*Kal Ki Socho, Sar Utha Ke Jiyo*” (think about tomorrow and live with your head held high) urges the investors to see insurance products as a tool for better tomorrow and safeguarding their future along with their families.

Figure 2.2.13 showcases the famous Life Insurance Corporation's (LIC) marketing campaign – “*Zindagi Ke Saath Bhi, Zindagi Ke Baad Bhi*” (while you are alive and even after your death), exhibits that the benefits of LIC extends during the lifetime for a customer and supports the family after his/her death as well. Such advertisements instil faith and trust towards the brand.



Figure 2.2.13: An Example of Financial Advertising

(v) Corporate Image Advertising

Advertising campaigns specifically focus on either:

- a. Getting the customers perform a specific action (to purchase an item) or
- b. Develop the image of the corporate/company as a whole.

Advertisement campaigns which target to enhance the image of a company are known as corporate or institutional advertising. The main goal of such advertisements is to create and strengthen brand identity. Big brands use various types of corporate advertising techniques to boost company image in order to develop their desirability as an employer, customer, borrower and supplier.

Corporate advertising helps companies in increasing awareness, keeping a consistent brand identity and countering negative public images. Recently, Reliance Foundation has started the initiative “Education for All” along with Mumbai Indians (a team in Indian Premier League). This initiative will not only help in building good will for the Reliance Foundation, but will also positively impact the Mumbai Indians.

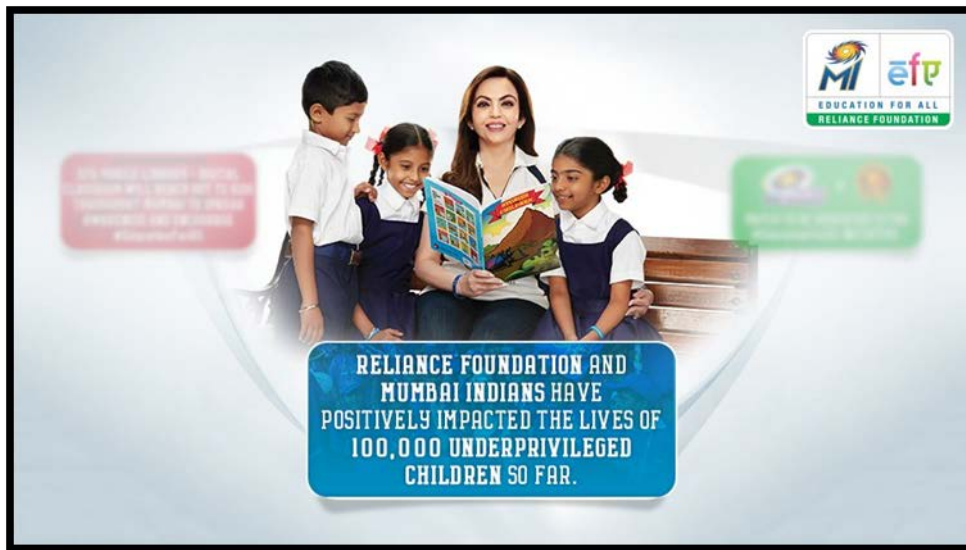


Figure 2.2.14: An Example of Corporate Image Advertising – Reliance Foundation



Figure 2.2.15: An Example of Corporate Image Advertising – Reliance Foundation

(vi) Retail Advertising

Advertising for retail business is known as retail advertising. Retail advertising encourages customers to visit a particular retail outlet for shopping purpose. It is not targeted at a specific brand, instead is used to advertise with the intention of clearing stocks of a particular brand. Retail advertising focuses on “buy at our store” messages. To achieve this objective, retailers communicate about pricing, return policies, offers, range of merchandise available to increase

the store traffic. Retail ads act as a catalyst in bringing the customers to the store. Retail advertising helps in selling exclusive or their own home brand and clearing sales.

Advertisements of Big Bazaar are a perfect example of retail advertising.



Figure 2.2.16: An Example of Retail Advertising – Big Bazaar

(vii) Comparative Advertising

Comparative advertising can be defined as a marketing strategy where a particular brand shows its superiority over the competitors in terms of benefits and costs. Comparative advertisements are different from parody advertisements. In parody ads, fictional products are being advertised with the purpose of showing the superiority of the advertised product over the fictional product. The main focus of such ads is to showcase that they are better from their competitors.

Comparative advertisements are usually done by the challenger brand, which is in the second position usually because they want to acquire the market leadership in terms of market share, sales and profit. Figure 2.2.17 shows an interesting example of Pepsodent versus Colgate where Pepsodent promises to deliver 130% more germ attack power than Colgate.



Figure 2.2.17: An Example of Comparative Advertising – Pepsodent and Colgate

(viii) Primary / Generic Advertising

Primary or generic advertising is basically promotion of any commodity without giving any reference to any specific brand, company or manufacturer. In this case, producers join hands to increase demand for a commodity, thereby contributing to their own sales. Generic advertising can be promoted through televisions, radios, newspapers, billboards, magazines and website ads.

A perfect example of generic advertising can be the American “Got Milk” campaign, which encourages the consumption of cow’s milk. This campaign was launched in 1993 and created by an advertising agency Goodby Silverstein & Partners for California Milk Processor Board. The advertisement below features Superman in the ‘Got Milk’ campaign.

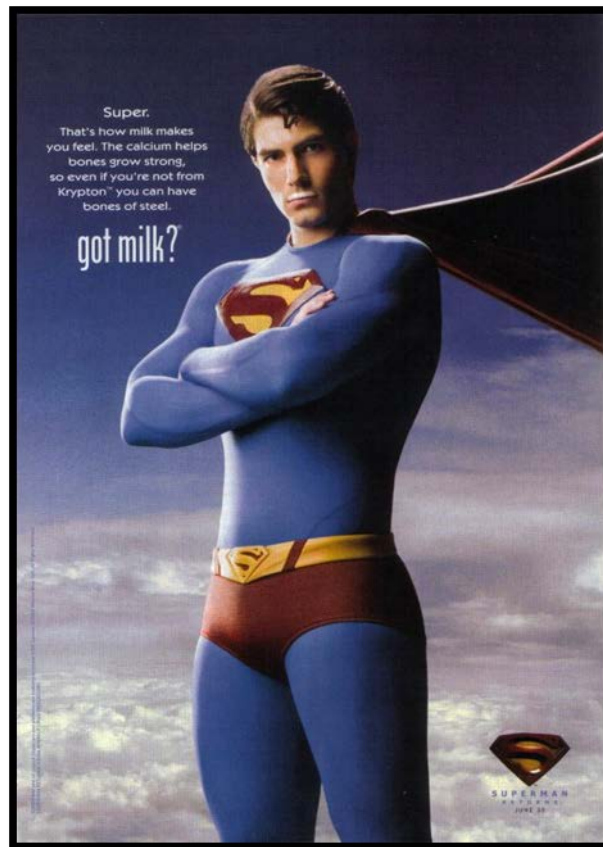


Figure 2.2.18: An Example of Generic Advertising – ‘Got Milk’ Campaign

(ix) Pro Bono/Social Advertising

Social advertising is a technique to reach out to target audience and informing them about a social issue or to influence their behaviour pertaining to the social issue. Social advertising campaigns are successful in enhancing the awareness level of the public. Advertisement campaigns should be designed in a way that it motivates and educates the target audience to undertake socially desirable actions. These campaigns create awareness about the issues in society, the ills of society as well as various harmful drugs.

The following advertisement campaign showcases the “*Beti Bachao Abhiyaan*” (Save the Girl Child campaign), an initiative by the Government of India.



Figure 2.2.19: An Example of Social Advertising – ‘Save the Girl Child’ Campaign

Social advertisements enhance the direction of change in our value system. Sometimes they even indicate social and economic progress. These days, we have witness sudden increase in these social advertisements. Social issues such as wildlife protection, health care, child labour, environment protection etc., and other issues apply advertising principles while developing campaigns. The image below highlights yet another social campaign against child labour.

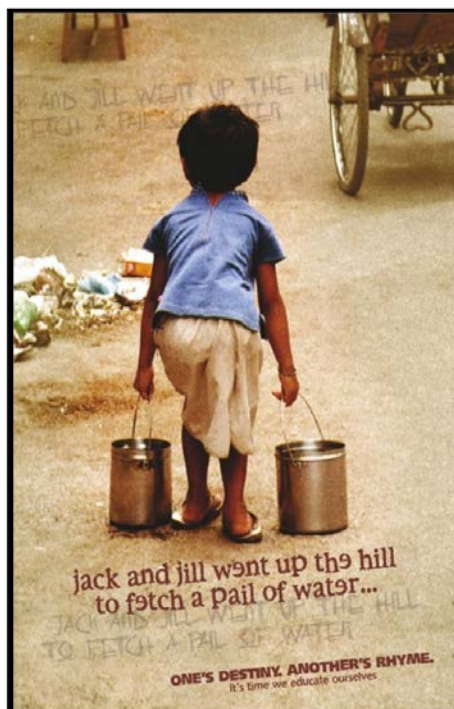


Figure 2.2.20: An Example of Social Advertising – ‘Stop Child Labour’ Campaign

The Government of India initiates social advertising through Directorate of Advertising and Visual Publicity (DAVP). DAVP communicates social advertising in effective manner to empower the lives of citizens. The DAVP provides solutions to the requirements of all Central Government, public sector units and government societies. Depending on the target audience and budget, a wide range of mediums are used to deliver the social message ranging from newspaper, televisions, radios and outdoors. The recent DAVP initiative is the “*Swachh Bharat Abhiyaan*” (Clean India Campaign). This campaign was officially launched on October 2, 2014 at New Delhi by our honourable Prime Minister Narendra Modi. This is India’s largest cleanliness drive. The following image shows our Prime Minister contributing to the campaign.



Figure 2.2.21: An Example of DAVP Initiative – ‘Swachh Bharat Abhiyaan’ Campaign



Self-assessment Questions

- 4) _____ advertising is basically promotion of any commodity without giving any reference to any specific brand, company or manufacturer.
- | | |
|------------|--------------------|
| a) Generic | b) Corporate image |
| c) Green | d) Financial |

5) Identify the following advertisement type through the image given below.



- a) Corporate image advertising b) Comparative advertising
c) Social advertising d) Generic advertising
- 6) _____ attempts to address the lack of fit between existing practices of marketing and social/ecological realities of the marketing environment.
a) Generic advertising b) Financial advertising
c) Green marketing d) Advocacy advertising
- 7) Advertising of financial brands with the objective to build trust among the investors is known as _____ advertising.
a) Generic b) Financial
c) Social d) Pro bono
- 8) Big brands use various types of _____ techniques to boost company image in order to develop their desirability as an employer, customer, borrower and supplier.
a) Rural advertising b) Social advertising
c) Green advertising d) Corporate advertising
- 9) _____ Advertising is not targeted for a specific brand, instead is used to advertise with the intention of clearing stocks of a particular brand.
a) Advocacy b) Corporate image
c) Retail d) Financial
-

10) Identify the type of advertisement through the image given below.



- a) Corporate image advertising
- b) Comparative advertising
- c) Social advertising
- d) Generic advertising

11) _____ Advertising is a kind of advertising which attempts to influence the opinion of public on specific political, social or economic issues.

- a) Advocacy
- b) Corporate image
- c) Green
- d) Financial



Summary

- The Pulse Polio campaign is an initiative from the Government of India to make the nation polio free. The campaigns used to encourage parents to protect their kids against the potentially deadly poliomyelitis (polio) virus by vaccinating all children under the age of five years. This campaign was a success as India was declared a polio-free country in 2014.
- India is a country of over one billion people, over 70% of the Indian population resides in the rural areas. Rural markets are emerging and have highly untapped potential. Marketers are putting in their best efforts to explore the rural markets through innovative approaches.
- The media vehicles used for rural advertising are (i). Conventional mass media are television, radio, press, cinema, wall paintings and hoardings, (ii). Non-conventional media vehicles are haats (weekly markets), melas (fairs), puppet show, magic show, video vans etc. Personalised media vehicles are direct mailers, leaflets, word of mouth or inter-personal communication.
- Green advertising is a new marketing approach which does not focus on existing marketing practices but provides a different perspective to marketing altogether. Marketing of products that are environmentally safe is known as green marketing. Green marketing incorporates a range of activities such as product modification, changes in the production procedure, sustainable packaging and others.
- Political advertising is an interesting form of advertising specially used by political candidates to reach out to voters and influence them to vote for them. Political campaigns have a spread of several months and use various mediums for publicity.
- Advocacy advertising is a kind of advertising which attempts to influence the opinion of public on specific political, social or economic issues. Usually non-profit organisations engage in advocacy advertising. Advocacy advertising does not specifically promote any product or services.
- Advertising of financial brands with the objective to build trust among the investors is known as financial advertising. Financial advertising is usually done for brokerage firms, insurance companies, banks, mutual fund corporations etc.

-
- Advertisement campaigns which target to enhance the image of a company are known as corporate or institutional advertising. The main goal of such advertisements is to create and strengthen brand identity. Big brands use various types of corporate advertising techniques to boost company image in order to develop their desirability as an employer, customer, borrower and supplier.
 - Advertising for retail business is known as retail advertising. Retail advertising encourages the customers to visit a particular retail outlet for shopping purpose. Retail advertising is not targeted for a specific brand, instead is used to advertise with the intention of clearing stocks of a particular brand. Retail advertising focuses on “buy at our store”.
 - Comparative advertising can be defined as a marketing strategy where a particular brand shows its superiority over the competitors in terms of benefits and costs.
 - Primary or generic advertising is basically promotion of any commodity without giving any reference to any specific brand, company or manufacturer. In this case, producers join hands to increase demand for a commodity, thereby contributing to their own sales.
 - Social advertising is a technique to reach out to target audience and informing them about a social issue or to influence their behaviour pertaining to the social issue. Social advertising campaigns are successful in enhancing the awareness level of the public.



Terminal Questions

1. What do you understand by rural advertising? Discuss a few rural advertising strategies.
2. Explain the concept of corporate image advertising.
3. Write a brief note on advocacy advertising and social advertising with examples.



Answer Keys

Self-assessment Questions	
Question No.	Answer
1	a
2	c
3	d
4	a
5	b
6	c
7	b
8	d
9	c
10	c
11	a



Activity

Activity Type: Online

Duration: 60 Minutes

Description:

Find any two social advertising campaign recently started by the Government of India. Compare the two campaigns. Do you think such advertisements are effective?

Bibliography



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Image Credits

- **Figure 2.2.1 :** http://www.iple.in/img/timthumb.php?src=preview/3425_cinema%20slide%202.jpg&w=298&z=0
- **Figure 2.2.2:** <http://indian-ad-reviewer.blogspot.in/2014/03/rotary-polio-ad-hits-right-chords.html#.WOIRJ2-GPIU>
- **Figure 2.2.3(a):** http://3.bp.blogspot.com/-xqcwanxWl0k/Ulu_i39eAYI/AAAAAAAAACk/Q5eBt8MhH5c/s1600/Rural+marketing+India.png
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- **Figure 2.2.4:** <https://www.slideshare.net/passionatetowin/cokes-rural-marketing-strategies>
- **Figure 2.2.5:** http://www.mbaskool.com/images/stories/articles_2012/coke_story_3.jpg
- **Figure 2.2.6:** <http://www.wittysparks.com/branding-strategy-for-in-rural-communication/>

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- **Figure 2.2.7:** <http://www.randonspecific.com/mobile-enterprise>
 - **Figure 2.2.8:** <http://nerdprint.com/wp-content/uploads/2012/01/green-626x391.jpg>
 - **Figure 2.2.9:** <http://indiaopines.com/aggressive-advertising-effective/>
 - **Figure 2.2.10:** <http://www.newskarnataka.com/india/online-campaigning-and-internet-advertising-a-buzz-in-political-clans>
 - **Figure 2.2.11:** <https://crimsoncypress.wordpress.com/2015/11/07/blog-swipe-9-advocacy-advertising/>
 - **Figure 2.2.12:** <https://thereviewwire.com/wp-content/uploads/2013/02/Screenshot-2013-02-26-at-2.43.28-PM.png>
 - **Figure 2.2.13:** <http://www.itrtday.com/wp-content/uploads/2013/04/LIC-Jeevan-Anand-LIC-policy.jpg>
 - **Figure 2.2.14:** <https://pbs.twimg.com/media/C7Gb1OYX4AE-K3A.jpg>
 - **Figure 2.2.15:** <http://www.mumbaiindians.com/wp-content/themes/mumbai-indians/images/banner-640x471.png>
 - **Figure 2.2.16(a):** http://static.bestmediainfo.com/wp-content/uploads/2014/01/DDBMG_ad.jpg
 - **Figure 2.2.16(b):** <http://static.bestmediainfo.com/wp-content/uploads/2015/08/Big-Bazaar-Print-Ad.jpg>
 - **Figure 2.2.17:** <https://brandworms.files.wordpress.com/2013/10/3.jpg>
 - **Figure 2.2.18:** <http://topictrainwhoopwhoop.blogspot.in/2016/03/got-milk-orshould-you.html>
 - **Figure 2.2.19:** <http://www.coolavenues.com/marketing-zone/social-advertising-its-impact-on-society-and-businesses>
 - **Figure 2.2.20:** <http://www.dezineguide.com/inspiration/20-powerful-advertisements-to-stop-child-labour/>
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- **Figure 2.2.21:**

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External Resources

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Video Links

Topic	Link
Green Advertising Campaigns	https://www.youtube.com/watch?v=_qZy262MWXo
BMW and Audi – Commercial War	https://www.youtube.com/watch?v=w2O58aPbBxw
The Most Effective Medium to Reach Out to Rural India	https://www.youtube.com/watch?v=dF0L0zjqIXo



Notes:

