# ADVERTISING DEVELOPMENTS FOR FAST MOVING CONSUMER GOODS

**Ritu Verma[1], Mukta Martolia[2]**

[1,2] Dept. of Media, Sharda University, Greater Noida, U.P.

Email Id- [1]ritu.verma@sharda.ac.in, [2]mukta.martolia@sharda.ac.in

**ABSTRACT:** Today, advertising plays an important role. It is impossible to imagine a successful marketing campaign without the successful implementation of the advertising strategy. Proper promotional campaign execution also leads to marketing strategy achievements. Publicity contributes to customer attraction and retention. The execution of an effective advertising campaign is very necessary in this competitive business climate. The research has explored the new marketing patterns of fast moving consumer goods in the world. This is a design analysis. In the current scenario, the way products are designed, developed and distributed to the consumer compared to traditional forms of mass production and retail marketing is facing dramatic changes for firms. Promotion has no alternate access to ads from a public relation. The administration of ads has grown in material or news. This paper is a conceptual paper based on the secondary data, by this, it would explore how advertising management had advanced itself over the period of time and how business organization can have benefited by these changes.

**KEYWORDS:** Fast Moving Consumer Goods, Advertising, Advertising management, Emerging Trends, Advertising Promotion, Product, Media, TV, Print, Radio, Cinema.

## I.    INTRODUCTION

In 2019, India's demand for ads will reach $10 billion. Indian publicity begins when people call and sell door to door. Current history of advertising coincides with confidential publicity. Over thousands of years, various forms of marketing have developed. Papyrus would be used to products and services related by Egyptians. The merchants used images of indicators or structures to print their goods in medieval times and perhaps other areas of old world stained glass. However, by using city criers for street promotional goods and services (very close to the broadcast television advertisements) the citizens of Athens have brought their promotional standard to an entirely new level and so can be considered potentially as inventors of marketing. News' simply meant' informing' the 18th century, so some newspapers, like the Bengal Journal (first published in 1785), also agreed to print public advertisements free of charge and therefore announced their marriages, deaths, arrivals of ships from European countries, and sold furniture at home. [1]

By the beginning of the 19th century the front page of most such articles featured mainly advertising. Discounts and special services were also given. Most advertisers used marketing columns in newspapers and journals to enter the market. Through increased trade and business, the opportunity to advertise accrued rapidly. The growing effect on our country of the economic revolution brought a significant increase in the amount of ads from British corporate homes. At the time,' drivers' thrived as local consultants and were commissioned to receive advertising in magazines and journals. Leading newspapers such as' The Answer' and the India Times' gave their own services for' drivers' through their own marketing departments. That was every advertiser's benefit. This did not hesitate to lay the ads accordingly and the publisher ensured the advertising in its column displayed a certain uniformity in usual. It worked to turn advertising into a certain career.

## II.    RECENT TENDS IN ADVERTISING

The way and way in which contemporary methodologies have been advertised has changed paradigm. The new media ragged and therefore its wings extended in 2000 just late mostly in 1990s. that manufacturers and manufacturers relied solely on radio, newspapers and brochures for advertising their products. Those interested

in working and developing livelihoods out of the industry, marketing is an exciting career choice. Typically advertising on the social networking websites including Facebook linked to goods. For a specific audience, LinkedIn, Hi5 etc.

The launch of Facebook software that first established, social, customer and product engagement has brought this dimension to an entirely new level. Face Book has taken this area into account. New methods and platforms are to be dealt with the ever-changing developments that influence consumer behavior. [2] Here are several new trends in advertising that make reaching your target audience easier and more interesting. [3] Mobile advertising finds its way more and more to mobile applications, with young people far more receptive than their peers. Fifty-eight percent of young people say they look at mobile ads "still" or "sometimes." In contrast with 44% of women, only 37% of men say they cannot respond to advertisements on a mobile device.

Around one in five users of Apps state when they see a smartphone ad or tell, that they have used a search engine or searched somewhere online. A link or video has been transmitted to others by 17 percent, and a product or service marketed by 10 percent. Seventeen percent used a discount and fourteen percent entered a promotion or contest. Cinema graphs are a new online form of digital art. The images and video combinations are discreet, playing with a smooth loop, while the remainder of the frame is still. It's an interesting visual effect that creates the illusion that an animation is watched on. The effect is an attractive image that catches the attention of the viewer whether the subject crashing waves against a beach or the candle's flicker. Mobile devices represented over 52% of all international online traffic in 2018, with continuing growth in all video marketing statistics.

Marketers know that customers now depend on news, shopping, and much of their entertainment on their devices. As a result, forward-looking companies move on mobile-friendly websites, advertising, and even products. Most of the videos recorded today on mobile devices were taken in a flat, vertical format. This phenomenon has driven many marketers to create vertical advertisements for sites like Instagram Stories, Snap Chat and even Twitter. This vertical format allows marketers, before modern customers, to get in touch with content and to minimize distractions on a screen. Vertical reports would be on target with user engagement to outperform Facebook and Instagram news feeds. In fact, IGTV has provided a helpful incentive to create Instagram retail videos and vertical content channels in this style. The use of first-time digital advertising is expected to continue throughout 2019 and beyond. [4], [5]

Following are the emerging trend in Advertising:

i.   **AR and VR-Based Advertising:** Marketers should take advantage of Virtual Reality (VR) and AR to provide the viewers and potential customers with an immersive experience. In general, consumers are more likely to buy from a retailer who provides a good personalized experience, which simplifies the selection and buying process. The IKEA mobilizer service, for instance, will test out solutions from their smartphones via its AR IKEA Place software and demonstrate how the product looks at home. Virtual reality also grows as a sparkling medium, through its interactive displays, that captures both internet and banner publicity.

ii.  **Moment Advertisement:** Moment Marketing is the Moment advertising to hit the next level approach that advertisers should follow. By the moment advertising will send the right message at the right time. Sellers should be alert to capture the right time for product marketing.

iii. **Emotional Advertising:** Emotional publicity tends to activate people's emotions, including joy, sorrow, anger and outrage. Brands use feelings to foster communication and knowledge cantered in these four classes. Emotional advertising also serves to trick an audience into making an emotional decision. [6]

iv.  **Digital ads:** Any type of digital advertising that is used for marketing messages or communicates the product to the viewer is described as a digital marketing medium. It also covers digital ads, social media and so on.

v.   **Negative Advertising:** By using negative advertising companies can draw the attention of the customers towards the brand. It is only helpful in creating temporary market share for the company. [7]

vi.  **Social Media Advertising:** Social media marketing is commonly used on social media sites, such as Twitter, what Sapp and YouTube etc., because it saves ads and is very popular with young people, these strategies are used today to advertise the item. Online ads allow announcers to place 5-15 seconds of videos directly on mobile devices in live and on-demand videos. Such quick intermediate advertising can be tailored for video views, product awareness, deployment, accomplishment or participation. This feature has demonstrated a high efficiency: 70% of ads are viewed until the end. The current ads cannot also be skipped and keep an average target rate of 89 percent. They were therefore a popular tool to take in the daily average of 8 trillion video views on Facebook. [8], [9]

vii. **Creative Advertising:** Most businesses initiate innovative strategies to draw the consumer just because traditional advertising cannot attract customers and can be dull. A new idea or technique is created by this

advertising company.

viii. **Cause Based Advertising:** As its article suggests, causal advertising is not just a specific company, product or service but a specific concept, purpose or objective.

ix. **App Based Advertising:** This is a tactic Shop kick uses in its marketing app, where shoppers are linked to brands that hope to turn them into clients. There are several different ways to use advertisements in applications including: banner ads: quick pop-up ads when a customer opens an app.

x. **Contextual Advertising:** The solution is situational advertising to evaluate the characteristics of a target audience based on the content of their web pages. General information on users' preferences on that page provides advertisers with a clear context for marketing to tourists. The importance of context for advertisers is likely to increase with the US legislators considered adopting rules (as in California) similar to GDPR.

xi. **Connected TV and Over-The-Top:** With cable cutting increasing and more viewers moving into connected / smart television and over - the-top (OTT) viewing of apps–and away from linear TV views–advertisers become enthusiastic about CTV / OTT advertising. The increasing range of devices (Apple TV, Amazon TV etc.) and apps that provide a wide range of content replaces cable subscriptions. As cable cutting is constantly being used and more people are heading into connected / smart TV and over - the-top (OTT), APP's are becoming in love with CTV / OTT ads, and away from traditional TV viewing.

xii. **Voice Search Advertising:** Many companies work on the advertising concept for voice searches. The aim of this initiative is to provide timely advertisement on demand so that consumers can decide to buy the item immediately. No one really knows how many Echo's and Google Homes remain— projections are about 50 million going into the holiday season–and millions more are likely to come by the end of the year. Amazon and Google are too inclined to ignore a market, but while there have been some straightforward ads on all channels, 2019 will probably find a subtler approach, such as collaborations with brands that make the direct use of phones feasible. [7] There was never more challenge for advertisers; you need to "spread" the message and use new, innovative ways of conveying the message to audiences. Inspectors will be better prepared for what 2019 holds with some insight into these phenomena.

xiii. **Shorter Video Ads:** The explosion of video content today causes a relentless scramble for advertisers. Customers who are capable of basically looking at anything will only watch an ad when it is appropriate, cautious and important. As a result, nearly every channel has reduced the amount of time people spend watching advertisements. Similar trends lead brands to test short video ads to beat the button and to focus on the short distance. Kids who need to tell a product story in less than 15 seconds is imaginative obstacle for short bumper ads. The format demands amazing content which can cause a viewer to respond immediately.

## III.    AI IN ADVERTISING

The number of targeted advertising where the message fits the viewer has increased enormously. The quest for advertisers has been for years to ensure their advertising truly reaches its peak. This can be supported by artificial intelligence, computer learning and related technology. In the targeted advertising AI helps eliminate guesswork. With access to the relevant information on a cohort (or even a single member of the audience), advertisers can make sure messages are not passed that are effective or work against the position of a brand.

Still, AI is expected to assist in the development of a major software update. Programmatic marketing is already a powerful tool to automate campaigns, with even greater precision and performance, reaching demographics, vertical companies and consumers

## IV.    STATE OF THE MEDIA

When consumer choices and market polarization continue to grow, the success of marketing significantly depends on targeting the correct audience in the right place with the correct message — and the direct sales influence of these initiatives can be appreciated. By monitoring the full gamut of advertising spending and concert, Nielsen provides a thorough understanding of advertising impact. Nielsen has provided This fact sheet includes a high-level exposure overview, effectiveness trends, and the latest brand media insights. [10]

**Figure.1**

Multicultural ads another vital part of every effective marketing strategy is advertising that talks about different identities in an era of growing cultural diversity and development. To order to engage customers effectively, advertisers have to understand these disparities. Nielsen analysed African Americans, Hispanicises and Asian people's most unforgettable publicity; while there have been parallels is remembered another set of brands. [11]

## V.    ADVERTISING EFFECTIVENESS

Businesses use various methods & metrics to evaluate the effectiveness of advertising that may be used for most kinds, types and media. Advertisers use the Consumer Engagement Metric in order to assess how the Consumers react to the advertisement or promotional outlets or whether they communicated. This measure essentially includes brand awareness and provides an overall sense of the success of the ad strategy.

There are, moreover, two types of advertisement success tests in general: direct & indirect intervention. The established link between the sales & advertising is shown by direct measures. In general, the revenue adjustment is equivalent by a given market or time. When it is difficult for companies to quantify the direct impact of advertising on sales, indirect measures are applied.

The efficiency of advertisement shows whether or not publicity has accomplished its goal. Erasures would be that the indirect metrics measure the indirect impact of ads on revenue of the product using characteristics, including market knowledge, brand identification and consumer behavior. [12-14]
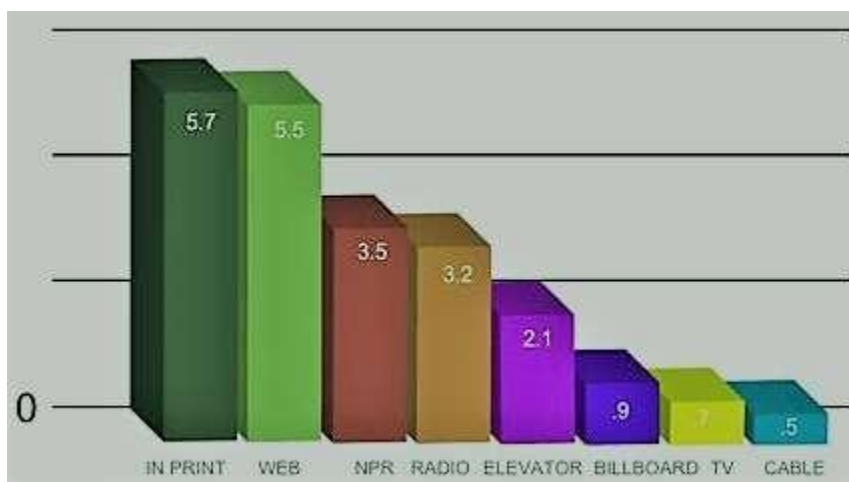


**Figure 2: Advertising Effectiveness**

## 1.  Branded Entertainment:

TV has over the common advertisement medium for the past 50 years, but innovations and a timing changer have changed the reach of publicity. Branded entertainment helped advertisers to communicate effectively to spectators and to step out on an overwhelming market.

Despite a growing abundance of product endorsements, Nielsen has observed that brand recall has been rising over time despite adversely impacting the perceptible changes or success of the items. Although audiences will recall best the investment brands at Sitcoms, real-world services are one of the most successful to affect the viewership of the combined brand positively. The Long-term sponsorships and numerous verbal and visual placements are more valuable for each season. [15]

## 2.  Emerging Trends:

Selling has modified the methodology and the methods of selling new methodologies. The mass media crawled, & its flanks expanded at the start of 2000 and not by the end of the 1990s could marketers and distributors focus on their radio stations, journals & pamphlets. Someone who wants to work and livelihoods in this field will see advertisement as a lucrative career option. There are a number of institutions offering training and diplomas in full & part-time marketing.

The new advertising phenomenon involves selling a brand using a social networking site or high traffic attractors. Advertising for products on social networking sites, like Facebook, is usually used. To address a specific audience on Orkut, Hi5 etc. With the launch of face book applications that first created, an online interaction, a consumer and a brand, Face Book took this aspect to an entirely new level. [16-18]

## VI.  POWER OF ADVERTISING

The power of ads to persuade, affect the mind & control the future may be created. This is capable of transforming markets and raising profit margins. Advertising has very short-term influence (flow of new information, awareness, popularity, etc ...), and long-term control (public identity transition, emotional commitment to the public, good value building, etc.). In reality, the immense force of advertising is never reached, but it cannot be abandoned. There is much too much potentiality and hope. The companies who master innovative guidance and tests to create and deliver great ads consistently possess the future and the wealth that comes with it. Good advertising is an inventiveness. [19]

## VII.  CONCLUSION

In this chapter, it has been found that while businesses are in rapid movement of consumer goods, they face major problems with the overall marketing campaign as a result of their social aspects and the existence and characteristics of rural customers. Another important finding is that, with the exception of outdoor media, expenditure on various media increases daily. A dramatic shift in international marketing spending has been noticed. Outdoor media spending declined steadily rather than in absolute terms over the last decade, compared with other news production. They can therefore assume that the corporations rely more on Television, paper and other channels than outdoor media. However, outdoor media have been found to be an important parameter and have a crucial role to play in creating effective advertising in the current research. While electronic media is effective in marketing, it is vital that the outdoor and in-store show create a strong identity within the customer mind as well because they give the brand an instant and contextual stimulus to recall, identify and engage in it. Advertisers therefore need to develop their outdoor ad strategy, and higher investments are needed in this field. Publicity is used to manipulate people's choices as powerful media. The power of choice, the power of speaking for ourselves and the power of manipulating others. Emerging ads can provide information and help consumers understand different products and services, their benefits, price and other demands. Such commercials generate a brand identity for the promotional items. The goods in the catchy commercials they see will be noticed by customers and therefore sales are increased too.

## VIII.  REFERENCES

[1]   T. Stock and G. Seliger, "Opportunities of Sustainable Manufacturing in Industry 4.0," in *Procedia CIRP*, 2016.

[2]   N. Farmer, *Trends in packaging of food, beverages and other fast-moving consumer goods (FMCG)*. 2013.

[3]   S. O'Donohoe and C. E. Young, "Emotions, Advertising and Consumer Choice," *Int. J. Advert.*, 2008.

[4]   C. Baumann, H. Hamin, and A. Chong, "The role of brand exposure and experience on brand recall-Product durables vis-à-vis FMCG," *J. Retail. Consum. Serv.*, 2015.

[5]   M. T. Ewing, *Social marketing*. 2012.

[6]   F. Dost, U. Phieler, M. Haenlein, and B. Libai, "Seeding as part of the marketing mix: Word-of-mouth program interactions for fast-moving consumer goods," *J. Mark.*, 2019.

[7]   L. Kelley, K. Sheehan, and D. W. Jugenheimer, *Advertising Media Planning*. 2015.

[8]   L. Zarantonello, K. Jedidi, and B. H. Schmitt, "Functional and experiential routes to persuasion: An analysis of advertising in emerging versus developed markets," *Int. J. Res. Mark.*, 2013.

[9]   R. E. Smith, J. Chen, and X. Yang, "The impact of advertising creativity on the hierarchy of effects," *J. Advert.*, 2008.

[10]  F. G. Polite, "Sport in Consumer Culture," *Int. J. Sport Commun.*, 2016.

[11]  M. Gómez-Suárez, M. P. Martínez-Ruiz, and N. Martínez-Caraballo, "Consumer-brand relationships under the marketing 3.0 paradigm: A literature review," *Frontiers in Psychology*. 2017.

[12]  Y. Liu-Thompkins, "A Decade of Online Advertising Research: What We Learned and What We Need to Know," *J. Advert.*, 2019.

[13]  S. D. Rappaport, "Lessons from online practice: New advertising models," *J. Advert. Res.*, 2007.

[14]  P. Deshwal, "Online advertising and its impact on consumer behavior," *Int. J. Appl. Res.*, 2016.

[15]  R. Hassan and F. Valenzuela, "Customer Perception of Green Advertising in The Context of Eco-Friendly FMCGs," *Contemp. Manag. Res.*, 2016.