



Panache



Panache

Your Monthly Dose of
Marketing

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THIS MONTH, WE EXPLORE VARIOUS PHENOMENA ON ENTERTAINMENT AND MARKETING

An all new Avatar for Panache

Your favorite Marketing
Monthly Magazine is back
with a refreshing look!

This issue onwards, we
promise you a lot more love
in terms of new
competitions in addition to
our usual dose of awesomely
refreshing articles and
cartoons.





The Rise and Fall of Soap Opera Marketing

By Harini Ragothaman, PGP-1

In the 1980's daytime television serials, more commonly known as soap operas raked in more ad revenues than their primetime counterparts but they now seem to be dying a slow death. The story of the soap opera is in itself so interesting that one can make a soap out of it. This article traces the rise and fall of the Soap Opera.

It is very interesting how Soaps came to be called Soaps. In the 1930's, much before the era of the television set, radios were the prime source of entertainment. In a savvy bit of targeting, radio programs targeted housewives during the day. And, the daytime serial was born, catering to the tastes of the quintessential 30's housewife. They roped in sponsors who sold consumer goods to advertise in the day. P&G's Oxydol Soap Powder was the most famous sponsor of daytime serials. Not to be left behind, Colgate-Palmolive and Lever Brothers joined the bandwagon. Soon, so many of the sponsors were soap manufacturers that these programs came to be called Soap Operas.

The content of these advertisements were made to closely match the target audience. In addition, these sponsors started their own production companies and started developing content. In a nifty bit of marketing, they wove the products into the storyline. Three cheers to product placement! They also offered several giveaways requiring proof of purchase. The audience enjoyed the shows, the radio stations made huge ad revenues and the sponsors got great publicity. It was a complete win-win for all.

The next decade saw the television taking center stage in all content marketing activities. Soap operas made a seamless transition from daytime radio to daytime television. Consumer brand owned production houses like P&G Entertainment, Mondolez' Glass and a Half Full Productions and Red Bull Media House led the domain. Soap operas had a dream run from the '40's to the '80's. With the advent of the internet and the digital media however, soap operas have been facing a steep downward trend post the '80's. CBS's most popular soap, "Guiding Light" was cancelled after 75 long years...yes 75 years!

The reason for the demise of the soap opera is two-fold. Firstly, with the advent of the entertainment industry which specializes in professionally produced content, the erstwhile production houses have not been able to hold their own. Secondly, times have changed. There are not many stay-at-home moms to lap up the soaps. With both parents working and the advent of cable and advanced technology, soap opera advertising has become that much less attractive.



Most major brands including P&G, the original Soap Opera guys, have shifted their attention to Social Media marketing and other forms of digital marketing. Brands find it easier to reach out to and connect with the new-age woman through online media. P&G's Youtube experiment with Old Spice guy has seen tremendous success and shows that as consumers spend more and more time online, brands will spend more on digital marketing.

Great as it may be, to see more online marketing, one cannot but remember the good old days of soap operas – emotion, romance, friendships and a good dose of drama.



Product Placement in Bollywood

By Padmavathi Krishnamurthy, PGP-1

What do you remember about Hrithik Roshan's character in Koi Mil Gaya- the fact that he always drank Bournvita, or that he bought a Hero Cycle? How about Farhan Akhtar's innocuous 'Dar Ke Aage Jeet Hai' reference in ZNMD, or even Juhi Chawla and Amitabh Bachchan munching away on Kurkure in Bhootnath?

Without your being aware of it, Bollywood has been surreptitiously feeding you with advertisements and promotions for all sorts of products and services, a popular phenomenon in the west too, which is called product placement.

Interestingly, the first instance of product placement was in 1958, when Mobil Brake Fluid was showcased in Chalti Ka Naam Gaadi. Quite an early start, huh? Right since then, until today when there are songs about Zandu Balm, marketers have been exploiting this highly watched and popular medium tremendously, and why not! Research has proven that showing a character from a movie use a product makes it more valuable in the consumer's mind than having the same star endorse it using celebrity status. The product's believability increases and depending on the success of the movie, many companies have seen demand creation and soaring sales volumes beyond every imagination, especially in the case of smaller brands and lifestyle products.

However, product placement has to be used with caution. If the product advertised does not meld in delicately with the storyline of the film, the repeated references or advertising can be seen as intrusive and annoying, leading to huge negativity for the product. Take, for example, Yes Bank and Sunsilk in 2 States. We've all been through placements, and for sure, do NOT want to watch that "recruitment process" again, do we?

Not only products and services, there have been subtle promotions for tourism in Bollywood right from Ladakh in 3 Idiots to Munnar in Chennai Express. It will definitely take a while before Bollywood matches the heady consumerism rampant in Hollywood but until then, remember to try and count as many products in the next Bollywood movie you watch... After all, there's no biz like showbiz!!



Beyond The Game of Bat and Ball

By Suryaansh Makker, PGP-1

With the unbridled success of India's annual cricket festival, the Indian Premier League, one thing that has turned out good is that cricket no longer remains the sole big beast of sports in India. Cricket's dominance is now being challenged by other sports such as hockey, kabaddi, badminton and football, which are busy trying to monetize through IPL-style leagues. Egging these games on are brands and companies which have sensed a budding business opportunity. In an age where the popularity and reach of a game is gauged by TV viewership figures, channels too are promoting different sports — and hoping to draw eyeballs, thereby expanding the rapidly growing commercial pie.

Despite the fact, that Indians treat cricket equivalent to religion, other sports are making their presence felt. Ruling the roost is sports treats for soccer fans like the Hero Indian Super League (ISL), brought by Reliance Industries and an international sports entertainment company called IMG. Other sports also, are not lagging behind. For example, around 15,000 people jostled for space at Delhi's Indira Gandhi Indoor stadium for the World Kabaddi League (WKL) this August. Hockey India League (HIL) with its second edition, and the newly inaugurated Indian Badminton League (IBL) too grabbed humongous eyeballs this year, to everyone's surprise. Clearly, the mantra of success is to give people the sport in a format that they love and they will lap it up.

Vividly, and to general delight, India is moving from being seen as a one-sport nation to a haven of activities that go beyond the conventional bat and ball. Fatigue, and controversies revolving around match and spot fixing, has surely contributed to this emerging trend. Hopefully, this mushrooming of domestic leagues and the inspiration from international sporting events takes sports to a much greater level, which is competitive, entertaining, and more importantly, corruption-free!



LIGHTS, CAMERA, CUSTOMERS!

WHY SMALL BUSINESSES SHOULD TAKE A LOOK AT VIDEO MARKETING

The average internet user will make 18 visits a month to video sites, with nearly half of the internet population visiting at least three different video sites in a month*

785 MILLION
VISITS TO VIDEO SITES WERE MADE IN SEPTEMBER 2011; OVER 4% OF ALL INTERNET VISITS*



IN LONDON

MORE THAN A QUARTER OF INTERNET USERS SHARE A VIDEO ONLINE EVERY DAY*



MEN
ARE MORE THAN TWICE AS LIKELY AS WOMEN TO SHARE VIDEOS DAILY*



A QUARTER*
WOULD SHARE BUSINESS VIDEOS ONLINE



The benefits of video marketing:



Video Tips

- 1 Find a topic**
Take a look at what people are talking about on Facebook, Twitter and other social media sites for inspiration
- 2 Appeal to emotions**
Your content should be either entertaining, educational or enlightening to hold the viewers' attention
- 3 Keep it short**
2-3 minutes is a good length, unless it is a tutorial
- 4 Add value**
Edit your video and add music if appropriate
- 5 Be engaging**
Ask your viewers for comments, opinions and suggestions for other content from you

Video SEO Tips

- 1 Use meta tags**
Use meta tags for the content (text) of the page where your video is placed
- 2 Submit a sitemap to Google**
Submit a video sitemap to Google, just like you would an XML sitemap
- 3 Include a transcript**
Include a transcript of all your videos when posting them on your website
- 4 Use keywords in the video title**
Use a couple of keywords in the title of your video and be sure that they match the title tag of the page

SOURCES

*Experian Hitwise, Sep 2011. **OnePoll, Feb 2012. ***Yell advice
*% of internet users we surveyed. Image Source: YouTube, Vimeo



Newsjacking

by Rose Ann Varghese, PGP-1

So what is the umpteenth new way to get a brand to literally grab headlines? Enter Newsjacking! The easy way to mainstream media attention for your brand. Piggybacking off the latest breaking news, Newsjacking lets you inject your brand and ideas into the biggest stories of the day generating media coverage while circumventing traditional PR.

So how does a brand capitalize on the popularity of a media sensation? Simple! Find a tie in that would amplify your brand's offering thus capturing audience focus and attention. Take for instance, American Express which associated its golden card, having found semblance, with the Academy Award statuettes at The Oscars. Another instance of brand Newsjacking would be the Oreo advert, released aptly during a blackout at the Super Bowl. The Ad which read "You can still dunk in the dark", indicative of the Oreo way of snacking garnered instant attention, widely retweeted for being witty and innovative. In short, newsjacking has the potential of generating greater ROI, as compared to the millions spent on traditional television advertisements and such.



While the sensation around newsjacking can uplift a brand, the same phenomenon can backfire rendering the whole process quite disastrous. American Apparel, a retailing brand targeted at the youth, decided to subject its newsjacking skills around Hurricane Sandy unfortunately landing the brand in hot water. The brand had decided to launch a 36-hour sale at 20% discount aimed at those in Sandy's path, intended to relieve "boredom" from the natural calamity. Outraged by the utterly inappropriate stance, several took to tweeting about the ill-suited sales pitch.

In conclusion, while newsjacking can jolly well trump the best of PR stunts, if used without caution or sensitivity, can wreak havoc earning social backlash almost overnight.

Guess what else is new!

A new competition is prowling around the corner...

Looking at Marketing Enthusiasts...

Grinning with chagrin...

Hold on to those marketing Hats...

Because this January...

SANRACHNA

The literary marketing extravaganza from Mesh

Is Back!