



# A STUDY OF CULTURAL INTERVENTIONS IN THE ART OF ADVERTISING

<sup>1</sup>Harsh Mehta, <sup>2</sup>Dr. Preeti Yadav

<sup>1</sup>Assistant Professor, <sup>2</sup>Associate Professor

<sup>1</sup>School of Communication,

<sup>1</sup>World University of Design, Sonipat, India

**Abstract:** Knowing about the background of the culture of the target audience plays a very vital role while making strategies for any kind of advertisement and in a country like India where culture and tradition play a very special place in its values and behavior which is studied by the designers at every point of time to know their target audience in the best way possible. Culture and the Advertising industry are always going hand in hand. Advertisements are a type of mass communication that is influenced by culture just as it deals with the consumer behavior or narrative that surrounds them. There is a discussion in the advertising industry about whether advertisements are cultural reflections. The study's goal is to give a broad picture of Advertising and cultural factors have a relationship.

Cultural segmentation of the market is seen almost in every industry like automobiles, beauty products, mobile phones, apparel, etc., and is set on the premise that the customer's buying behavior is hugely influenced by their demographics. The findings of the study will aid firms in comprehending the significance of culture in brand establishment and brand identity creation in the target market. Originality/Value-This paper provides clear insights with relevant examples demonstrating the merging and mix of cultural fiber for the brand's flourishing in the target market. It also clearly displays a few international brands that have thrived in the Indian market by adapting and combining Indian culture.

**Keywords:** *Indian Culture, Advertising, Cultural relationship with advertising, Visual communication, Consumer behavior*

## I. INTRODUCTION

Culture is a collaboration of patterns or behaviors of people in a particular region over a particular period of time. This pattern can include their intellect, beliefs, arts, morals, laws, customs and traditions. In other words, it can be summarized as the way of life of the people in the area in a given time frame. So why culture is so important when it will be to branding? Culture Provides wireframe for individual operation. It plays an important role in influencing people and forcing them to follow a particular brand. Therefore, it is mandatory that the organization injects cultural mix of a particular region and continues the momentum to reach the target end user. When brands are put on the market, it is very important that they analyze the taste and taste of each region in order for them to adapt them to their products. India has a diverse environment, and each region has its own color.

This is the very basis of an individual's identity or origin and is deeply rooted in people's lifestyles. This is so clear in the diet, fashion, morals, or beliefs that it is important in the context of sentimental values. Therefore, it is imperative that an organization be influenced by location to strengthen the foundation on which it wants to build a brand pyramid. Most of the organizations follow the proven method and are expanding beyond their home base. However, guesses selling brand, parent-child or authenticity is not enough. Organization must make attempts & Understand target groups consider available product feedback and shortcomings correctly their foothold and minimize the risk. Therefore, the fusion of cultures is, which alleviates the signs of, as it is the ethnicity of and the ethical affiliation of the people who live there. The biggest

example is the development of the Indian market in relation to globalization. Many international brands are adapting to a cultural mix to strengthen their foothold in times of intense competition in both rural and urban areas. This paper aims to study Indian brands that touched the hearts of millions of Indian consumers after mistaking the initials and merging culture with Global increase. The marketing strategies of various brands have been critically analyzed.

## II. INDIAN CULTURAL INTERVENTION ON ADVERTISEMENTS

In India, the advertisement first appeared in Hicky's Bengal Gazette, India's first colonial newspaper. However, their target audience is primarily British men and women, royalty and upper class, reflecting the practice of large-scale oppression by British rulers. Even life jackets were called "Royal Disinfectant Soap". A true breakthrough came about with the advent of J. Walter Thomson, who settled in India and changed the face of Indian advertising with iconic campaigns such as BSA Cycles and Sunlight Soap. It was also a time when advertisers found their children the best customers, bought products from his parents, and persuaded them to promote products such as canned Rosogolla and Horlicks. The iconic cookie brand Parle G has appealed to the masses because it is a local brand and affordable. In the 1960s, creativity and independence from British products became more important, pushing Indian brands to the forefront. The industry has learned the most important marketing strategies for connecting with consumers. Along with housewives representing the huge market, the focus shifts to women-centric advertising, actresses like Madhubala favor Lux Soap and other beauty products, and the mother's appearance is Ovaltin and for her children and family. Promoted a healthy diet like Dalda. During this period, the first televisions in Indian homes were also seen, expanding the advertiser's market by adding television advertisements to popular programs. The 1960s brought about an unforgettable "absolutely buttery" Amul campaign. This is still one of the most iconic ads today. Bollywood peaked in the 70's and had blockbusters like Sholay. Amjad Khan feared the villain Gabber, and Amitabh Bachchan made many commercials as an angry young man, as did actresses. That was the "Bollywoodization" of the advertising industry. Memorable jingles and slogans have been added to almost every brand, with the most popular being "I Love You Rasna", 2 Minute Maggi Noodles and Nirma's Jingle, along with other brands such as Honda and Maruti Market in the 1980s.

In the 1990s, liberalization brought foreign brands to the market, giving consumers more choices, attracting consumers with low tariffs and flashy and exotic advertising. In India, not only are foreign brands promoting, but domestic advertising is spreading all over the world, winning multiple awards for creativity and innovation. Drinks like Pepsi flooded the market and advertising for young people was the trend. Even brands like McDonald's have been big hits in predominantly vegetarian countries like India. Hamburgers couldn't be sold in countries that worship cows, so they replaced the popular Big Mac with chicken Maharaja Mac and Aloo tikki, which match the taste buds of India. Coupled with youth campaigns and cheap prices, the brand has become one of India's largest fast-food chains. Brands such as Nike and Pepsi have also entered the 21st century and localized their campaigns.

## III. REFERENCE WITH COCA COLA INDIA

Coca-Cola is one of the largest and oldest major players in the Indian beverage market, with a 60% share of carbonated beverages under the names Coca-Cola, Thums Up and Sprite, Mother, Pulpy Orange and Kinley. I am. 33% share of the box water segment. Coca-Cola Originally entered the Indian market during the late 1970s and Government law has forced the company to withdraw from the market in India. In 1993, the company made other entries in India after the government decided to liberalize the market again. This time, Coca-Cola used its financial resources to launch all major Indian soft drink brands, including Thumsup, Limca and Gold Spot, killing all competitors in the market. In addition, the pesticide debate hurt the image of, reducing sales by 11%. The company worked on infrastructure and spent a whopping \$ 1 billion to thrive in India. Companies have invested to build at their bottler factory in India. With all these steps taken by the company, the company has penetrated deeply into the Indian market and in rural areas as well. Since re-entering the market in 1993, Coca-Cola has already invested US \$ 2 billion, a long way since it was ranked 16th in the world's pecking orders in 2005. The quickly coordinated communication to respond appropriately to Indian consumers. The company rode two of the strongest columns; the brand has the potential to successfully promote in India and in the telecommunications industry. H. Hindi trees and cricket. We hired several movie stars and cricket players to promote the brand in the Indian market. His campaign with the slogan "Thanda matlab CocaCola" made the brand worthy of the masses. To position the Coca-Cola brand as a consumer in the region, hooked up the

famous Bollywood Star Aamir Khan. To further deepen its roots in the local market, the brand has reduced its starting price to Rs.5. The company was the only company to successfully manage the pesticide controversy, which was the biggest challenge for in 2003. They later provided Advertising Broadcast to and Coca-Cola Factory Tour to, showing how the 400-quality control test was part of the manufacturing process. It's safe for them to consume.



<https://www.socialsamosa.com/2019/02/brandsaga-coca-cola-india-advertising-journey/>

#### IV. REFERENCE WITH PAPER BOAT

Paper Boats are non-carbonated and energy drinks sold by Hector Beverage. Bangalore, India. Paper Boats debuted in the Indian market in August 2013 and was launched as a traditional genuine indigenous drink packaged in an eco-friendly package. Drinks were made from locally available spices, fruits, and some locally available wild fruits. In July 2015, the Paper Boat brand was worth US \$ 100 million and expanded its base in Dubai, Malaysia, the United Kingdom and the United States. The brand three years ago has already adopted Indian culture and customs to promote its drinks. It finally took over the festival to boost it.



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Beverage advertising and innovation. Paper Boats incorporates local flavors from each region into its drinks to attract the attention of consumers. With the slogan of "drinks and memories," such as "Jamun Kara Cutter," "Amlas," "Aaldana," and "Kokum," we started with products that incorporate local flavors. This is an immediate connection to people, as these are the homely scents of all Indian homes and are immediately connected to the consumer atmosphere. R.K. Narayan's famous "Margudi Days" background music and advertisements narrated by Gulzar have connected the brand to customers / consumers more attractively and emotionally. Apart from this paper boat, this innovation introduced drinks for festive occasions. Attempts were made to offer a variety of festival-specific drinks to various festivals across the country, including Thandai (almond-flavored drinks) in northern India and Panakam (jagary-based drinks) around Holy. Kadyrov Tart, a Nabami Festival for the Southern Market during Baisaki, was planning to introduce Rose Sharbat during Ramzan.

## V. REFERENCE WITH KELLOGG'S

Kellogg Company is one of the largest producers of cereals and ready meals; it manufactures products in about 18 countries and sells them in more than 180 countries with sales of approximately US \$ 14.8 billion. First, in September 1994, we entered the Indian market with a marketing strategy for "crispy breakfast foods". India, on the other hand, had a culture of warmly serving a full breakfast. When Kellogg came to market, Indians began using the product with hot milk, less aware of the consumption of grains served with cold milk. Moreover, it has not been easy for consumers to embrace the culture of accepting cornflakes as a full breakfast. Most of the cornflakes remained hungry, inconsistent with the hot, flavorful and diverse ideal standard breakfast assumptions. The company then restructured its overall marketing strategy and introduced Kellogg as an all-day meal.



<https://marketingdiarysanchita.wordpress.com/author/sanchi25/>

From crispy breakfast food. Then began to emphasize the brand in relation to its nutritional value in India. Kellogg's has become a small, convenient and easy-to-prepare breakfast to complete your diet. Highly nutritious, low in calories, Chocos, Honey Loops, Kellogg's Cornflakes with iron Shakti Plus, Special K for various areas of society. Launch a small handy package from Rs.10, overcome price sensitivity and launch promotional campaigns with various catchy Hindi one-liners like "Iago Jaise Bhi, lo Kelloggs hi". An idea for promotion came up. "Andar se khush, to bahar se kush," Shuruvat Sahi to din sahi ", attribution of daily energy supply to Kellogg. The company is also looking for stars from the television industry and Bollywood to use fitness-based products. One example is the launch of Kellogg's Special K with Lara Dutta as a brand ambassador. Today, the Indian market alone accounts for 10% of Kellogg's Asia Pacific parent company's sales, making the country the fastest growing market in the region. The company is currently planning to invest in the Indian market to triple its size and increase its market share to 20% over the next five years.

## VI. CONCLUSION

The present research study very precisely discussed the few global as well Indian brands that taken the cultural segmentation of market while developing their advertisement strategies to maintain their establishment in the country. The cases of Kellogg, McDonald's, Coca-Cola, and Paper Boats underscore the perfect blend of their products and viewers, taking into account emotions, religion, and consumer habits. Even a cultural mix is obvious in sports. There, big league clubs in Europe also sell their products targeting the potential Indian market. To do the same, they target Indian festivals and caramelize their tastes with Indian touches and cultural dashes. Therefore, from this study it is easy to conclude that it is very important for every brand to establish a strong position in every market culture and play an important role.

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