



# CHANGING NARRATIVE OF INDIAN TELEVISION ADVERTISING IN THE CONTEXT OF COVID-19

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*Abstract:* The 2019 novel coronavirus known worldwide as COVID-19 has given rise to unprecedented economic and public health issues which are likely to change the way advertising industry work in the future. Both audiences and brands adapt to a new normal, and this is reflected in television advertisement themes. As a result of consequence of proactive messaging regarding precautions for COVID-19 prevention, the number of ads categories around the subject has also increased. The study will be critical in exploring how the brands can help consumer focus on their health and wellness issues. The present study attempts to analyse the changing narrative of creative advertising strategies to address health communication issues during Pandemic through case study methodology. The researchers have analysed the content of Indian television commercials which have modified their message to spread awareness about the Pandemic.

*Index Terms* - Health Communication, COVID-19, Television Advertising, Pandemic, Advertising Narratives, Community Health.

## I. INTRODUCTION

As the world prepares to combat the COVID-19 outbreak and many countries and companies prepare to discourage large crowds gathering and encourage people to work-from-home, it's unavoidable that these measures are having a noticeable effect on narrative of advertising. COVID -19 (Coronavirus disease -2019), new and novel disease spread from Wuhan, China through recent coronavirus 2 (SARS -CoV -2) (Huang et al., 2020). COVID -19 has been declared as pandemic by World Health Organization (WHO) on March 11, 2020 (WHO, 2020). Human beings are the main source of SARS-CoV-2 transmission through human-to-human interactions and if any infected person with mild or no symptoms comes into contact with a healthy person (Kratzel et al.,2020). To date, there is no medication or vaccine available to cope with this novel coronavirus and the rate of infection is rising drastically around the globe. WHO has recommended preventive steps and a balanced lifestyle with an effective immune system to battle and remain safe from COVID -19 in current scenario. The study attempts to analyse how the narrative of advertising have changed during the

pandemic period and the brand categories which are seeing the consequences of these changes in new normal life. Advertisements of these brands have two-fold advantage which includes bringing about the awareness about the pandemic and the brand connect with the present situation.

The 2019 novel coronavirus known around the world as COVID-19 has led to unprecedented economic and public health concerns, which will likely transform how businesses operate going forward. This transformation will be limited not only to how businesses operate but also to how they sustain and grow their brand and customer base. Central to this concern is how businesses attract consumers and promote their products and services.

A business' advertising, marketing campaigns and promotional practices will be a core focus of its ability to thrive in the future. About eighty percent (81%) of major multinationals are postponing planned campaigns and more than half (57%) are cutting spend (World Federation of Advertisers, 2020). Although the economic uncertainty caused by the COVID-19 crisis has pushed companies and institutions to rethink their strategies and budgets, the literature shows that marketing and advertising are an important part of crisis communication (Ritchie et al., 2004). , if there is one thing the COVID-19 outbreak has shown us, it is that markets are dynamic (Jaworski, Kohli, & Sahay, 2000)

At present, there are only few researches on the role of advertising during pandemics like COVID-19. These researches will be instrumental in shedding light on the essence of the existing COVID-19 related message advertising campaign, as well as directing future research on what information should be used and how advertisement should convey it.

Researchers believe that mass media's primary function in health problems is to raise awareness or increase public awareness of health issues. No other communication tool has mass media credibility in bringing crucial information to the masses more than effective television advertisements.

Global pandemic coronavirus (COVID-19) has contributed to shifts in advertisement, marketing, promotional and media spending, forcing companies and brands to re-evaluate their thinking about current and potential advertising and marketing campaigns to maintain a stable revenue stream.

It is challenging for advertising agencies to face the challenge of navigating through creative practices in the new normal. To brands, this means engaging with market shifts due to the economic effect on all sectors of industry; facing intensified competition despite the new normal of customers and society; addressing sustainability; evaluating organizational opportunities and challenges raised by strategic planning in an atmosphere of uncertainty; examining brand image issues and finding possible new products and services.

When a defining global event such as the COVID-19 pandemic occurs, it is essential that brands be tactful, engage in careful marketing and behave empathically towards the suffering of customers. Brands must understand the crisis while continuously representing positive values to keep customers coming back for more. This can be achieved by modifying marketing campaigns and content of message, reviewing the vocabulary and imagery used in advertisements and marketing materials, and at this point, awareness of the heightened anxiety of customers. The study will be significant in examining how the brands may tackle customer safety and wellbeing issues. Both audiences and brands are adjusting to a new normal, and that is reflected in the themes of television advertisements.

The number of categories ads around the subject has also risen as a result of proactive messaging regarding precautions for COVID-19 prevention.

Pre-pandemic campaigns prepared may no longer be sufficient as customers are clamouring for information on how to tackle the outbreak and how to remain healthy. It includes details about how brands react to COVID-19. Brands who continue to advertise throughout the pandemic can be worried about their commercials appear against coronavirus material.

The present study attempts to analyse the changing narrative of creative advertising strategies to address health communication issues during Pandemic through case study methodology. The researchers have analysed the content of Indian television commercials which have modified their message to spread awareness about the Pandemic.

## **II. Pandemic and Products**

Advertising demand is decreasing, according to industry analysts, except for categories such as wellness, safety and hygiene. Industries do respond differently. Although ads are next to zero for travel agencies, hotels and restaurants, these essential commodities have taken over TV screens, newspapers, and magazines. Some corporations are cutting their spending on ads while some brands are doubling it to highlight their response to COVID-19 along with their products.

Our lives, as human beings in a modern world, seem to be more focused on comfort than on thinking about what could happen in the future. Growing sales of cleaning goods have also taken place, and more waste is being recycled. People are stockpiling and doing panic buying. This is an indicator that what is happening to us and our habits are complex, and it will be important to research this phenomenon further. People have also modified their eating patterns, hygiene practices, and their overall wellbeing as they spend more time in our homes. Industries that are doing well are those related to healthcare and wellbeing.

Coronavirus pandemic has brought a shortage of hand sanitizers all around the world (Suthivarakom, 2020). Since coronavirus pandemic number of scientists, doctors and government advice community people for the best hygiene practices and protect them from COVID -19 by using hand sanitizers (Morgan, 2020).

Demand for sanitisers, Nielsen said, surged to 87 percent in April 10-14 from 58 percent between March 17 and 19. The category is expected to grow at an annual rate of 10-15 percent over the next five years. ( Dsouza 2020).

Sanitisers, disinfectants, health and wellbeing products have an immense role to play at times when most businesses and brand experts say that they can hold the hysteria down and, of course, make some business profits in the process.

The current pandemic has seriously affected health and wellbeing. Loss of life was associated with loss of livelihoods – all of which were devastating in their own way. They both have a crippling health and morale impact. Evidence and experience from the beginning suggest that epidemics frequently trigger negative psychological responses in humans.

Building immunity is one of the major focus of wellness products offerings. One of the key defences against Covid-19, and another against diseases in the future, is getting patients to develop good levels of immunity

so they can help battle the infection. In the quest to strengthen the body against infections and invasions, many home remedies, many magic formulae, many wonder foods will be tried out.

Covid-19 and social distancing had customers rethinking their wellness patterns and it's mirrored in purchasing preferences. Buying immune supplements will see a noticeable upturn.

Despite the Coronavirus pandemic quickly spreading, health and hygiene have become Indians' top priorities. In a time like this, beginning the right conversation with their customers has become incredibly important to wellness brands. Similar trend can be seen in the immunity booster products which claim to provide wholesome wellness to the customers.

In recent campaigns by most health and hygiene brands, dissemination of the right information has become the point of communication.

### **III. Pandemic and Brands**

Several brands in hygiene and wellness product categories have seen a surge in their advertising with message focusing on proving protection against the COVID-19. The health emergency has determined the big and small brands to put aside the traditional purpose of selling in their advertising and replaced it with the awareness and support in the fight against COVID-19 in a particularly emotional and appealing way. Some have adapted their conventional logo to the emergency situation (Palau, 2020).

The pandemic is changing consumer behaviour and needs. There is an exponential increase in demand for health and hygiene brands. Consumers are looking for both safety and supply assurance. With lockdown coming into effect in the last week of March, April – June period saw entry of new brands in the TV advertisement space as well as an increase in ad volumes by 12 brands out of 87. For instance, ad volumes of Rin Detergent Cake grew by 53% in April- June 2020 as opposed January – March 2020. Similarly, Lifebuoy Range registered 55% growth in ad volumes for the same period. Meanwhile, Lifebuoy Hand Sanitizer, Vaseline Skin Care Products, Domex among others advertised during the April – June 2020 period while these brands were absent in January – March 2020 period. (Financial Express 2020).

Lifebuoy was one of the first brands to start a campaign around Coronavirus. The brand released a public service announcement with a clear Guideline in most dailies in January 2020. The ad read: “This is not an ad. This is a public service message.” It then went on to describe the different ways to kill the Coronavirus and finished with advertising the brand's hand sanitizer. Hindustan Unilever's (HUL) hygiene brand Lifebuoy has been encouraging the use of hand sanitizers to stay away from possible virus threats. HUL first released a public service print ad reminding people to regularly wash their hands with soap, to use alcohol-based sanitisers, gloves and masks if they felt unwell. It was lauded for its messaging as it mentioned in the campaign its key competitors like Lux, Dettol, Santoor and Godrej No 1 and asked people to buy whatever soap they had access to.

As the world is grappling with the Covid-19 pandemic, Dettol has launched a new campaign to raise awareness about the value of handwashing. PeeSafe also launched a sub-brand named RahoSafe, another hygienic brand. Under it, among other items, PeeSafe put out personal care products such as hand sanitizers and multi-surface preservatives.

The Surf Excel # DaagGharPeRahenge campaign by Unilever. The ad created using stills and seven-year-old Grishma Mohan's narration motivates children to stay at home with a message they can grasp: The slide, the ride, the playground can wait for us — if we're just staying home for a few days.

Reckitt Benckiser also made commercials for items such as Moov — working from home could give you aches, and the company promoted the use of Moov along with yoga and meditation.

Main healthcare brands like Dabur Chyawanprash, ImmunoDab and Giloy Ghanwati have been conducting informative campaigns to raise awareness about staying safe against these diseases. We also organize a Q&A session, particularly for mothers, with Ayurvedic physicians on digital media platforms to answer their Coronavirus concerns and how to protect their families from it.

Indian dairy brand Amul released a series of messages that urged people to wash their hands, greet others using the namaste no-contact process, and work from home. The job featured the girl of the legendary Amul. Hence, we can say that the television advertising scenario in India is witnessing the changing narrative of message giving awareness about protecting against COVID-19.

#### IV.Objectives

1. To study how brands can address consumer concerns about health, wellness, community – as well as personal fulfilment and meaning.
2. To find how brands promote a product or service during the COVID-19 crisis in a way that resonates with consumers.
3. To examine the change in narratives of advertising content of brands in addressing the fear of pandemic.

#### V.Review of Literature

Different studies have been carried out which highlight the role of advertising during pandemic and the appeals used in the advertising message. Behavioral changes related to pandemic outbreaks seem to be connected with personal protection (Funk, Gilad, Watkins, & Jansen, 2009), such as the use of face masks, rather than general behavior changes.

It is important to adapt to personal hygiene where one of WHO 's best advices is to regularly wash or sanitize your hands with soap or > 60 per cent alcoholic hand sanitizer, respectively. The WHO has proposed alcohol-based formulations for hand hygiene in healthcare to sensitize the hands and minimize coronavirus spread and infection (WHO, 2020).

A new study by Berlin Cameron / Perksy states that many young consumers think that advertisers will play a constructive role in the COVID-19 crisis (Taylor 2020b). It is common to note that the CSR-focused

promotional appeals during the pandemic, research on the efficacy of different forms of appeal (e.g. public health, employee welfare, first responders honoring, charity donations) can be carried out using proven theoretical frameworks (Schaefer, Terlutter and Diehl ,2020).

It is also of interest to analyze various factors including company / message match, confidence in the advertiser and authenticity (Bergkvist and Taylor 2016; Bergkvist and Zhou 2019). During the pandemic, the concept of authenticity and its relationship to effectiveness and whether there is difference by generation would seem ripe for research.

In the wake of the pandemic, the emphasis on advertising using emotional appeals is likely to be greater. Research into the role of emotion in advertisement production and the effectiveness of emotional appeals is therefore warranted. It may also be possible to evaluate artificial intelligence systems in a digital environment that can be used to program a variety of messages based on user characteristics and behaviors (Cardona 2018). The purpose of this review of literature was to examine the gaps and dynamic relationships between products and advertising during the pandemic which have changed the consumption habits of the masses.

## **VI. Research Methodology**

The present study aims to analyse how advertising narratives have changed addressing the big drift in lifestyle that happened during this pandemic crisis. Consumers have become more serious about personal and social hygiene in their lives and their wellbeing during the pandemic. Case Study methodology has been used to study the changes in advertising narrative of two product categories: sanitizers and wellbeing product. Brand Dettol has been studied under hygiene product and Dabur Chyawanprash under wellness product. The qualitative case study is a research methodology that encourages the investigation of a phenomenon using a variety of data sources within its context. It means that the problem is not explored through one lens, but rather through several lenses that make it possible to expose and appreciate various dimensions of the phenomenon (Baxter & Jack 2008). To examine whether the viewers were able to observe the change in the advertising messages during COVID-19, Focus Group Interview techniques was used. The purpose was to understand how viewers were comprehending the changes in the advertising messages.

## **VII. Case Study**

Qualitative research is useful in an emerging empirical context (Wittel et al., 2020). Case Study methodology is used which is an important qualitative research method to critically analyse how the COVID-19 has brought about the change in the narrative of television advertising, case study of two leading brands in the product categories of hygiene and wellness have been conducted. According to Bandura (1977), your social environment influences your choices. The pandemic has massive impact on our social environment and its visible impact can be seen on the brand preference of the consumers. Dettol has been critically analysed under the hygiene brand category and Dabur Chyawanprash has been examined under wellness category providing immunity to customers to fight against Coronavirus. The television advertisements are an important tool to bring about awareness about the diseases and effective tool of health communication.

## VIII. Case Study I: Dettol Television Commercial

Washing hands with soap has become even more relevant and necessary as we deal with a coronavirus pandemic collectively. The need for hand hygiene is emphasized by Doctors, leading health experts and medical associations from around the world. Nielsen data showed that among the growth in various FMCG categories, the most prominent one has been for the hand sanitiser - from 11% in the period between November 2019 and January 2020 to 53% in February 2020 (Nair & Bapna 2020). As the global COVID-19 pandemic is getting severe in India, Dettol has leveraged the issue and launched the campaign on the platform that has a significant number of users. Washing hands with soap has gained even more importance and critical focus as we collectively deal with a with the coronavirus pandemic. Doctors, leading health experts and medical associations, the world over, are stressing on the need for hand hygiene. (Brand Equity 2020).

Dettol is a popular brand which produces antiseptic and disinfectant products. The company was founded in 1933 and the business operated by a British-Dutch corporation named Reckitt-Benckiser The Dettol was developed in the earlier times to clean the cuts and wounds to avoid infection. For almost the first 50 years, Dettol was present only as an antiseptic liquid. Although it was being used in hospitals and nursing homes for first aid and disinfectant uses like cleaning wards, washing linen, etc. Consumers were also using it for bathing, mopping, shaving and other secondary purposes. While it started its journey as the 'cuts and wounds' brand in the country, over the years it had taken over the role of 'protector from germs' in every situation Now they have a wide range of products such as soap, hand washing, sanitizers, gels, and shaving cream. Reckitt Benckiser's Dettol is a household product, with immense value for recall and goodwill. But in this era of hand sanitisers, soaps and bleach need a drive too.

The Dettol corporation was founded nearly 80 years ago but continues to shine on the market. The Dettol has plenty of rivals on the market but is one of the most successful brands in India. Earlier Dettol used primarily to clean the cuts and wounds but now even the Dettol helps to prevent the spread of COVID-19 virus.

The outbreak of COVID-19 shifted the people's mindset in such a way that they believe they are only using sanitizers as defence to avoid COVID -19 virus and stay healthier. Comparing before COVID, use of Dettol and other products is increased. Dettol 's new advertisement shows that now everyone in the brand is confident that it can prevent the germs and other viruses.

The company's old face still has a disinfected and antiseptic solution but now the company is also changing its approach which it can use against the COVID-19 virus.

There are many brands available on the current market, such as Savlon, Lifebuoy, and even Asian paints also produce sanitizers, these brands are newly introduced, but the Dettol brand sales are not affected. Reckitt Benckiser (RB) registered the highest advertising volumes post lockdown in week 16 (April 12-28, 2020) with 562 hours of ad volumes. Similarly, week 24 (June 7-13, 2020) recorded more than 3x growth in ad volumes as the brands increased its ad insertions from 149 hours in week 23 to 491 hours in week 24. (Financial Express 2020).

The Indian customers are very happy with the product and are sure the viruses will be prevented by its usage. Dettol's eighty golden years spent on the market owing to the extremely happy customers. Prior to the pandemic, Dettol's campaign focused on launching Dettol Co-Created with Moms, a range of bathing soaps

and hand washings designed to keep consumer preferences in mind. With this announcement, Dettol has developed an entirely new space, with a range of products that have mom-approved ingredients while continuing to provide the trusted protection Dettol has given.

### **IX. Dettol advertising narrative during COVID-19**

To convey the importance of personal hygiene to prevent spread of COVID-19, germ protection brand Dettol launched a new ad film. It uses simple illustrative graphics on how washing hands with soap keeps germs away, during the lock down and talks about maintaining precautions like social distancing. The film has been created by McCann India. India's trusted germ protection brand has a duty to shape the right personal hygiene habits. Gaurav Jain, SVP, RB Health South Asia, comments, "In a difficult environment, Dettol as India's trusted germ protection brand, has a duty to shape the right personal hygiene habits. Handwashing with any soaps is an easily accessible and highly effective method to prevent the spread of germs and virus. Towards this, Prasoona and McCann India did a great job shooting this innovatively and responsibly - keeping the thought of "social distancing" front and center". I extend my heartfelt thanks to them to be able to get this important message out in this time of need." (Campaign India 2020)

According to Athukorala (2012), what makes Dettol brand unique is its advertisements that show how Dettol attacks germs which ordinarily the naked eye won't see. The Dettol's tagline "be 100 percent confident" gives the consumer a safe feeling, and the company has assured that Dettol will fight the COVID-19 virus. Dettol is the most inexpensive brand for the consumers and it's very easy to use.

With three milestones Dettol has launched the initiative. The first was to encourage people to use soap or hand sanitiser to clean their faces. Second, show the right way to wash your hands, and third, show the appropriate time, that is, 20 seconds. With these goals in mind, several advertisements are made through collaboration with famous celebrities. Lara Dutta, Shikhar Dhawan, and Neha Dhupia were some of the stars who had been washing their hands for the video with Dettol soap. The celebrities themselves fired their images and edited their videos together to make a commercial, thus ensuring that social distancing and other instructions for lockdown were followed. Dettol had also launched social media challenges on TikTok to raise awareness about washing hands for 20 seconds — a preventive measure recommended by the World Health Organization to curb the spread of coronavirus.

Hence, we can say that the narrative of Dettol advertisement has been changed to address the COVID-19 scenario which the people are facing. Its advertisements are communicating health issues effectively and at the same time successfully boosting their sales. Brand Dettol's growth trend had been steady over the years. During the pandemic, there had been acceleration in its growth, and with the right strategies in place, it could leverage the growth momentum it had built in recent past. The brand can look forward to various advertising strategies and initiatives that will help the brand to increase hygiene awareness amongst its consumers.

### **X. Case Study II: Dabur Chyawanprash Television advertisement**

Homegrown FMCG major Dabur registered a seven-fold rise in its Chyawanprash portfolio as demand for products for immunity boosting has seen a dramatic spike in the coronavirus pandemic. Following the self-care guidelines and recommendations issued by the AYUSH Ministry as preventive health measures to boost

immunity, Chyawanprash and various immunity boosting energy drinks dominates the television advertising platform.

Dabur Chyawanprash is a time-tested immunity booster, which is being manufactured following the traditional methods for more than 60 years. There are several preclinical as well as clinical observations documented over the last 3 fifty years mostly on the immunity benefits of Dabur Chyawanprash.(Sastry, et al. 2014). Chyawanprash strengthens immunity and facilitates the healing process. (Sur et al. 2004) There are many Chyawanprash brands in the Indian market, such as Dabur, Emami Group, Himalaya, Bajaj, and Baidyanath; however, the leading brand is Dabur, with a market share of 70%. Apart from introducing new and exciting variants of chyawanprash, organizations have backed their marketing campaigns with well-known stars. To entice the younger generation, Indian movie stars and sportsman such as Akshay Kumar, Shahrukh Khan, Ravi Kishan, Virat Kohli, Saina Nehwal, Sachin Tendulkar, and M.S. Dhoni have been featured in of chyawanprash advertisements and other promotional activities (Economic Times,2018)

In 1949 Dabur took the task of combining the 2,500-year-old Ayurveda formula with its brand intention and gave birth to the first-ever branded Chyawanprash of India. The advertisement journey Dabur Chyawanprash has since offered us big health goals and continues to improve the immunity of India.

Prior to pandemic, to consolidate its presence in a stagnating Chyawanprash market in the country, Dabur had launched its new advertisement campaign for the product. The advertisements, featuring Amitabh Bachchan and Vivek Oberoi was run on electronic and print media.

## **XI. Dabur Chyawanprash advertising narrative during COVID-19**

Consumers around the world are showing an increased interest in safeguarding their health and boosting their immunity. In India, that often means ayurveda, the country's ancient system of medicine. Companies such as Dabur India Ltd. and The Himalaya Drug Co. are witnessing high demand for traditional products like chyawanprash (a cooked mixture containing Indian gooseberry or amla, honey, sugar, ghee, herbs and spices) and proprietary supplements like Septilin, which combines ayurvedic ingredients including licorice and guduchi. (Biswas 2020). The AYUSH ministry had recommended the use of Chyawanprash, apart from other herbal products to boost immunity during the pandemic lockdown. Since then, these products have been in high demand, even as other products have suffered. Sales for some — like Chyawanprash — have shot up by 40-50 per cent. Dabur, the consumer goods giant, also increased the production of its existing immunity-building products such as Chyawanprash to ensure uninterrupted supply in the face of rising consumer demand. Mohit Malhotra, CEO, Dabur India comments that “The demand for Ayurvedic products has been on the rise for a few years now, but the spread of the Covid-19 pandemic led to a sharper growth in consumer interest,” adding that the January-March quarter witnessed a 400% surge in demand for Chyawanprash, while the first quarter of FY 2020-21 saw nearly seven-fold growth in demand for the product. (Financial Express 2020) Dabur has indicated that its flagship product, Chyawanprash, may be a preventive remedy for the disease. The company has, according to reports, already begun funding trials to prove the claim. The study, titled “Clinical study on Dabur Chyawanprash as a preventive remedy in the pandemic of Covid-19”, divides healthy participants into two groups, one group will eat 500 gm of Chyawanprash over 45 days while the other will drink a glass of milk every day for 90 days. Over time, the study seeks to prove that the famed

Ayurvedic mixture can boost our immunity enough to prevent viruses from attacking the body.(Arre 2020)Dabur has always been referred to as one of the 'think leaders' in the advertising industry with its campaigns sending out a clear message about how to lead a healthier lifestyle and why it is important to take care of yourself, even more so now.

The message that everybody wants Dabur Chyawanprash is not just in the medium (via the TV commercials). It's also in the stretch of the brand to address more contemporary problems like general wellbeing, diabetes and stress. The Dabur Chyawanprash variants ChyawanShakti and Dabur Chyawan Prakash are sugar-free versions, which are expected to make the brand's place that everyone wants it. Today, consumers are increasingly going online to seek information about various products and also for making purchases. Dabur also uses the Internet and various emerging social media platforms to communicate frequently and directly with customers.

Despite dark clouds hanging in the sky and the earth locked up due to the COVID 19 pandemic if something the globe is talking about boosts the strength of human immunity. Dabur Chyawanprash has bet big on Ayurvedic formula with a past of over 70 years as a treatment for respiratory problems and weak immunity. Dabur advertisements have tact fully focussed on promoting itself as an immunity booster which will help in providing protective shield to its customer. Its advertisements narrative has been modified to cater to the need of advocating health issues and positioning itself as an effective wellness brand.

## **XII.Focus Group Interview**

To examine whether viewers could observe changes in the advertising message of the advertisements during Pandemic, Focus Group Interview was conducted on eight housewives. Focus group discussion is frequently used as a qualitative approach to gain an in-depth understanding of social issues. The method aims to obtain data from a purposely selected group of individuals rather than from a statistically representative sample of a broader population(Nyumba ,Wilson Derrick & Mukherjee 2018) Although it is generally accepted that between six and eight participants are sufficient (Krueger & Casey, 2000). Advertisements of both Dettol and Dabur Chawayanprash were shown to them and were asked to answer the questions related to what they feel about the advertisements shown. The interviewees were housewives in the age group of 35-45 residing in Delhi. They played a major role in the monthly household purchases.

The interviewees were aware of the changes happening in advertising messages as many brands were talking about the safety measures to be followed to safeguard your family against the COVID-19. They were of the opinion that advertisements they watched during lockdown helped them to know about the basic precautions which can be followed like washing hands frequently, boosting immunity of family members and social distancing. They said that it was because of the advertisements that they were able to know about new terms like social distancing. They believed the purchase of products like sanitizers, masks, chyawanprash, floor cleaners etc increased during the lockdown. Majority of the interviewees opined that advertisements made them aware about the health benefits of immunity boosters and hygiene. However, few said that they did not believed in the claims of the advertisements and did not find the information to be true like it can kill germs or it can increase your immunity. They also suggested that there should be more laws to govern these

misleading advertisements. They were able to recall many brands which they think have changed their advertising message because of Pandemic like Dettol, Lizzol, Life boy, Dabur, Amul among others.

### **XIII. Discussion**

Case Study of Dettol and Dabur reveals that the advertising narrative have evolved during the COVID-19 times. The world has seen an extraordinary change in the way people work, communicate and carry out their everyday lives over the last couple of months during this COVID-19 outbreak. The transition was rapid, and the situation is compounded by the lack of clarity as to the time period or duration of this crisis. It has become very difficult for advertisers to communicate, considering the unpredictability and pace at which the situation is evolving. Both Dettol and Dabur advertisements have stayed relevant and maintained the top of mind recall as reflected in the surge in their market sales. It can be noted that both brands have tweaked their advertising narrative quickly to convey what the situation required. They emerged as an effective tool of health communication during the tough times. COVID-19 has helped speed up the frequency and adoption of products such as soaps and hand washes for washing. Dettol advertisement effectively made people aware about the benefits of hand washing and the shield it provides against the deadly virus.

Focus Group interview also highlighted that the viewers were able to observe the changes in advertising messages during lockdown. Majority of the interviewees believed the advertisements helped in spreading awareness about the measures to protect themselves against the virus. They said that the purchase of the hygiene related products in their household increased because of these advertisements.

Similarly, consumers sought solace in immunity-boosting products when the pandemic caught the people unawares. Immunity became the keyword for combating the invisible virus. Brands were beaming with the notion of natural remedies and immunity creators in no time. And Ayurveda was discovered as the winner in the war against the pandemic. Dabur chyawanprash was a leader in immunity booster category. The message was effectively incorporated in the advertisement. The study highlights that both the brands played a pivotal role in effective health communication making people aware of the protective measures against the spread of virus.

### **XIV. Conclusion**

The COVID-19 outbreak poses a unique opportunity to study how markets are created and how advertising practices adapt to the changing market environment.

While the world is suffering from Pandemic such as COVID -19, it is important that brands be tactful, use strategic messaging and be empathetic to the plight of customers. To mitigate the cutthroat competition, brands must focus on the health-related needs of the consumers. The COVID-19 pandemic has resulted in a slight shift in the paradigm of what we consider to be essentials; hygiene products have entered this category, whereas industries like apparel have shifted to discretionary. The pandemic has contributed to a shift in consumer habits, with a growing emphasis on preventive treatments in health care. Demand for immune-positioned supplements, including Ayurvedic medicines and products, has been growing as customers are seeking various ways of battling the virus. Changing narrative of television advertisements during COVID -19 highlights the fact that television advertisements are the effective tool of health communication and can bring about awareness about the health scenario to the masses.

It can be achieved by modifying marketing plans and planned content schedules, reviewing the vocabulary and imagery used in advertisements and marketing materials, and at this point, awareness of the heightened anxiety of customers. Brands must also ensure compliance with the relevant regulatory structure prior to launching new slogans, trademarks, or other intellectual property.

Despite the openness of consumers, advertisers are still expected to tread carefully. As with other tactics of social or mission-based advertising, businesses can still get COVID-19 messaging wrong. Brands which are perceived to take advantage of the situation or not to take it seriously can face backlash. Further research in analysing the content of advertisements will help in formulating effective health communication message.

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