



RESEARCH ARTICLE

EFFECT OF MULTIFACETED ADVERTISEMENT CAMPAIGN- A CASE STUDY OF MILLET FEST OF PROFESSOR JAYASHANKAR TELANGANA STATE AGRICULTURAL UNIVERSITY (PJ TSAU), TELANGANA STATE

*Keerthi, K. and Dr. Amala Kumari, P.

Department of Home Science Extension and Communication Management, College of Home Science, Professor Jayashankar Telangana State Agricultural University (PJ TSAU), Hyderabad, Telangana State-500004, India

ARTICLE INFO

Article History:

Received 09th September, 2016
Received in revised form
20th October, 2016
Accepted 15th November, 2016
Published online 30th December, 2016

Key words:

Advertising campaign,
Millets,
ROI,
Print,
Electronic
and Web advertising.

ABSTRACT

The advertising campaign of Millet fest with tagline *Your Health Our Pride* as central theme, consisted of print, radio, T.V, mobile message service, online and conventional media, to publicize the millet fest. An interview schedule was developed to collect feedback from the visitors to analyze the impact of advertising campaign on millet fest. The data collection was continued for three consecutive years from 2012-13 to 2014-15. A total of 2250 visitors were interviewed @750 per year. Professionals like doctors, software personnel etc and students occupied the send line. In fact this was the target group of the campaign around whom the significance of millets as nutraceutical in management of life style disorders was focused. Thirty six stalls in the first fest, increased to 72 in the final fest. This was effectively advertised in various media materials. Paper inserts and T.V. scrolling effectively carried the advertising messages. In the third year paper inserts and T.V. scroll together contributed 66% of visitors. The messages communicated through advertising campaigns finally get translated to output indicators in terms of consumer behavior change in the form of spending time and purchase of products. There was increase in no of visitors, almost doubled in consecutive years. The average time spent was also increasing from less than an hour to two hours. The purchase behavior increased to almost five folds. The percent of Returns on Investment (ROI), which was the proportion of sales promoted for the investment made on advertising campaign has increased to around 500 times.

Copyright©2016, Keerthi and Amala Kumari. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Citation: Keerthi, K. and Amala Kumari, P. 2016. "Effect of multifaceted advertisement campaign- a case study of millet fest of Professor Jayashankar Telangana state Agricultural University (PJ TSAU), Telangana state", *International Journal of Current Research*, 8, (12), 42671-42674.

INTRODUCTION

Advertising campaigns are conducted around a theme for successful business marketing. Deciding the theme is the most crucial part of it, because based on this the different forms of communications to market the product or service are decided. Hence, many a times advertising campaign is also termed as marketing communication. The campaign theme is the central message that will be communicated in the promotional activities. Advertising campaigns share a series of messages and themes placed in different types of media at some fixed times. These messages turn the attention of people towards new technologies and new products developed by the organisation and motivates for availing them. Advertising campaign is a process that should focus on seven elements viz.,

*Corresponding author: Keerthi, K.

Department of Home Science Extension and Communication Management, College of Home Science, Professor Jayashankar Telangana State Agricultural University (PJ TSAU), Hyderabad, Telangana State-500004, India

(i) research to predict the product demand and competitors, (ii) knowing the target audience to purchase the product, (iii) budget provision for advertising, (iv) theme of the advertisement to impress upon the target audience, (v) type of media to ensure the reach to the target audience, (vi) media scheduling to make advertising messages audible at the right time and (vii) execution plan with a focus on feed back. Fest denotes a festival or gathering of a specified kind. According to the Cambridge Advanced Learner's Dictionary, fest is defined as a special event where people can enjoy a particular activity or thing. Fest is also considered as meeting or event at which emphasis is on a particular activity. From advertising or marketing communication point of view, it is a mode of marketing to bring awareness and promote sales. With this view, PJ TSAU has organized annual millet fests to promote millet consumption in the state. Millets are one of the traditional staple foods of Telangana state, which during the recent past are missing in the diets. The two main reasons are - the drudgery involved in processing of millet grains for consumption and the availability of rice in ready for cooking form. With the decrease in consumption, the degree of

cultivation also decreased. On the other hand, millets are rich sources of all essential nutrients. They are rich in fibre and micro nutrients and are also called as nutraceuticals. As a result they are ideal for preventing lifestyle diseases like hypertension, diabetes, obesity etc.

After a thorough review, Government has announced an allocation of Rs. 300 crores in 2011-12 under Rashtriya Krishi Vikas Yojana for promotion of millets as Nutri-cereals, in terms of cultivation and consumption. Scheme on Initiative for Nutrition Security through Intensive Millets Promotion has been formulated to operationalize the announcement. The scheme aims to demonstrate the improved production and post-harvest technologies in an integrated manner with visible impact to catalyze increased production of millets in the country. Besides increasing production of millets, the scheme through processing and value addition techniques is expected to generate consumer demand for millet based food products. Consequently, PJTSAU, formerly known as Acharya N.G. Ranga Agricultural University (ANGRAU) has become counterpart of Department of Agriculture, Government of Telangana in promotion of millets through generation of grain processing mechanization and food product making technologies. The technologies are disseminated to promote millet product enterprises. Creation of consumer demand is the ultimate step, to take millet products to the kitchens; thereby in family menu. Gathering all the entrepreneurs, millet cultivating farmers, mechanizing industrialists and product making entrepreneurs, an awareness and product sale was organized for three consecutive years with the title Millet Fest. Multifaceted advertisement campaign with print, radio, T.V., mobile and online media was taken up to inform the public of twin cities and districts of the state. The advertising campaign was planned based on a behavioral theory AIDA. It was developed by Strong in 1925. According to this theory advertisement raise awareness in the customers, stimulate interest to see or know the product or service advertised, which ultimately leads the customer to desire and finally to an action to buy. The model implies that advertising should inject memorable and believable messages that will make costumers triggered to act in a certain way (Brierley, 2002). Though there is criticism about this model that all the four stages may not occur in linear manner and all the four are not equally important, AIDA customers agreed that this model provides motivation for spontaneous purchases. Hence this model was adopted to create awareness about the technological developments in millet processing and health benefits, created interested by disclosing the different products, arouse a desire to taste and use them and finally a huge gathering of people visited and purchased. The combination of media was used for the advertising campaign.

MATERIALS AND METHODS

The advertising campaign of Millet fest with tagline *Your Health Our Pride* as central theme, consisted of print, radio, T.V, mobile message service, online and conventional media, to publicize the millet fest. An interview schedule was developed to collect feed back from the visitors to analyse the impact of advertising campaign on millet fest. A time line of one hour duration was followed to randomly select 50 visitors for data collection, for five hours in a day. The data collection was continued for three consecutive years from 2012-13 to 2014-15. A total of 2250 visitors were interviewed @750 per year. The interview schedule consisted of data that reflected

the outcome of advertising campaign with regard to source of information about millet fest, category of visitors motivated to visit millet fest and output indicators like number of visitors, time spent and sale per visitor, total sale and peak hours were collected. Average of these indicators and ROI were computed for interpretation of data.

RESULTS AND DISCUSSION

Millet fest was advertised in a campaign mode to reach huge population of twin cities of Hyderabad and Secunderabad. The multifaceted advertising campaign included news story in largest circulated daily news paper, pamphlets as paper inserts, pole poster and flex banner under print media, radio advertising, scroll on TV during peak hour viewership for ten times in a day, mobile alerts web banner through portal and road shows. Multifaceted advertising campaign is evident for three years from the above table to publicize millet fest. All the possible media that reaches the audience as well known to the public as advertisement media, was adopted for the purpose. Print media materials like paper inserts and pole posters and T.V. scrolling which were missing in the first year were adopted in second and third year of campaign and flex banner was dropped in the last year. The ultimate objective of the advertising campaign was to bring visitors to the fest. A total of six specified category of people visited millet fest. The multifaceted advertising campaign mobilized people to visit the fest, of course for different personal purposes. The first line of visitor's category in descending order belonged to employment, business and home maker categories in all the three years. Professionals like doctors, software personnel etc and students occupied the send line. In fact this was the target group of the campaign around whom the significance of millets as neutraceutical in management of life style disorders was focused. The messages incorporated in media materials could stimulate these categories of people and motivated them to visit. The advertisement campaign also targeted conveying messages about different categories of stalls available in the fest.

Products only for display like millet processing machinery, grains and processed products for sale, advocacy on use of millets for management of lifestyle disorders and food court to serve delicious millet recipes were among the list of stalls. Thirty six stalls in the first fest, increased to 72 in the final fest. This was effectively advertised in various media materials. The details of entrepreneurs and their products were presented in web portal www.milletfest.org, purposefully launched for millet promotion. The contribution of different media as a source of information in bringing visitors to the fest varied. But, whatever may be the media it contributed for the purpose. The mix of media in advertising campaign impacted differently in promoting visitors to millet fest. During the first year 250 flex banners in unique selling points were displayed which resulted in promotion of 45% visitors to the fest, which in subsequent years decreased drastically. Two main reasons were, (i) every morning Greater Hyderabad Municipal Corporation, Govt. of Telangana state sweeps out all the flex banners to promote eco friendliness in the city and (ii) in certain places the pavement sleepers pull and use them as bed spreads. Hence banners were visible only for few hours. Consequently in the third fest banner was avoided in the advertising campaign. During second year, paper inserts and T.V. scrolling effectively carried the advertising messages. To some extent news story also impacted the reach.

Table 1. Media selected for advertising campaign on millet fest in three consecutive years

S.No.	Category	Media	2012-13	2013-14	2014-15
1	Print	News story	✓	✓	✓
		Paper inserts	--	✓	✓
		Pole poster	--	✓	✓
		Flex banner	✓	✓	--
2	Radio	Advertisement	✓	✓	✓
3	T.V.	Scroll	--	✓	✓
4	Mobile alerts	Text message	✓	✓	✓
5	Online	Web portal	--	✓	✓
6	Conventional	Road shows	✓	✓	✓

Table 2. Category of people visited millet fest

S.No.	Occupation	% visitors			Average
		2012-13	2013-14	2014-15	
1	Bussiness	25	22	21	22.7
2	Employed	32	37	42	37.0
3	Professionals	12	9	10	10.3
4	Students	8	7	11	8.7
5	Home makers	15	20	12	15.7
6	Retired people	3	4	1	2.7
7	Others	5	1	3	3.0
	Total	100	100	100	100

Table 3. Categories of millet promoting stalls in three consecutive years

S.No.	Year	Product display	Product sale	Advocacy	Food court	Others	Total
1	2012-13	7	20	4	4	1	36
2	2013-14	10	30	7	10	3	60
3	2014-15	6	46	1	18	1	72

Table 4. Source of information to the visitors about millet fest

S.No.	Category	Media	% impact		
			2012-13	2013-14	2014-15
1	Print	News story	11	13	14
		Paper inserts	--	22	31
		Pole poster	--	3	2
		Flex banner	45	12	--
2	Radio	Advertisement	10	5	2
		Scrolling	--	23	35
3	T.V.	Text message	8	3	5
4	Tele	Web portal	4	6	3
5	Online	Road shows	21	11	7
6	Conventional	Neighbors	1	2	1
7	Neighbors	Total	100	100	100

Table 5. Expenditure on advertising campaign

S.No.	Year	Rs. lakhs						Total
		Print	Radio	T.V.	Mobile alerts	Online	Conventional	
1	2012-13	0.70	0.20	--	0.25	0.25	0.20	1.6
2	2013-14	0.70	0.20	0.10	0.15	--	0.10	1.25
3	2014-15	0.50	0.15	0.45	0.12	--	0.10	1.32
	Total	1.9	0.55	0.55	0.52	0.25	0.40	4.17

Table 6. Output indicators of advertisement campaign for three years

S.No.	Year	Total Visitor	Average per day		Total Sale Rs. lakhs	Peak hours	ROI %
			Time spent (minutes)	Purchase per visitor Rs.			
1	2012-13	26,000	50	120.00	2.007	7- 9 pm	25.43
2	2013-14	57,000	86	200.12	5.503	6.30- 9.30 pm	340.24
3	2014-15	86,000	120	643.88	8.254	7- 10.30 pm	525.34
	Total	1,69,000	256	963.90	15.764	--	*278.03

* Average ROI

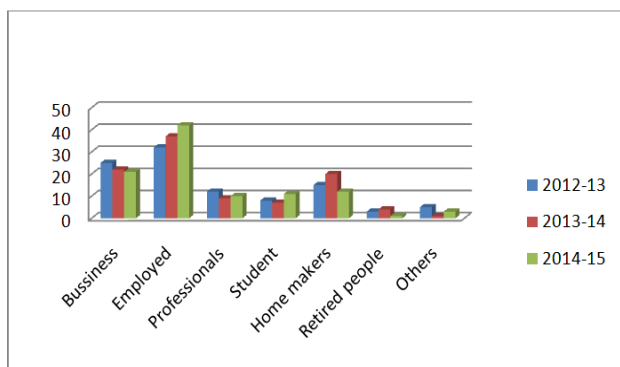


Figure 1. People visited millet fest

Road show, the conventional method of advertising, reduced in the reach compared to first year and further decreased in the second year. In the third year paper inserts and T.V. scroll together contributed 66% of visitors. Advertising research reported paper inserts are effective to reach masses (Sorce 2008) and even organization prefer to spend on this as it sustains the business of products and services. Prithvi and Dash (2013) found the similar media as the effective means of advertising, especially T.V. as the most potential one in changing the attitudes of the consumers. Internet advertising promotes consumer purchase behavior and delivers product information effectively. Flex banner was dropped as their contribution was very negligible during first and second years. Numberger and Schwaiger (2003) also found banners performed worse among all the print media. Usman (2013) focused on the various factors that can be accommodating to create the effective advertising to persuade the audience and combination of factors such as medium uniqueness, market strategy, national cultural and consumer motives all constitute the effective campaigns concluded that the consumer are engaged with the medias attract the target audience. Posters continue to present a cheap alternative to expensive mass media campaigns as they successfully create environment of the theme (Gobind and Ukpere 2014). Advertising campaigns involve expenditure. A judicious planning is essential for ultimate reaching of the goal. The expenditure on different media in three advertising campaigns is below. During the first two campaigns, expenditure on print media was more, followed by mobile alerts and in second year on T.V. scrolling. In the third year, comparatively expenditure on T.V. scrolling was high. It was reported by Wood and Poltrack (2015) reported that the television advertising has long-term effect on households' purchase behaviour and promotes future purchases. It has the capacity to translate the short-term effect into the total long-term. The messages communicated through advertising campaigns finally get translated to out put indicators in terms of consumer behaviour change in the form of spending time and purchase of products. These two were effectively achieved in all the three campaigns and the details are presented below. There was increase in no of visitors, almost doubled in consecutive years. The average time spent was also increasing from less than an hour to two hours. The purchase behavior increased to almost five folds. Peak hours, which were operationalised as the hours of thick density of visitors, ranged from two to three hours. The percent of Returns on Investment (ROI), which was the proportion of sales promoted for the investment made on advertising campaign has increased to around 500 times. With the advancement in millet processing technology, the entrepreneurs also increased. A versatile product development

from grain processing to ready to cook/eat products took place. A tinge of modernization interventions was also intervened and introduced; millet pasta, noodles, bakery products, manchuria etc., attracted the modern generation. Increasing health consciousness also contributed to a great extent. On the other hand, the feed back data of the visitors collected every year provided right directions to bring changes in advertising campaign with appropriately investment of budget. At right time, right product promotion through right advertising campaign ultimately resulted creation of demand for millet products. In spite of constant discussion on whether the advertising is effective, the reality is that many companies invest huge amounts with the hope that it will increase profits. Effective advertising has the power to make people notice and buy the product or act to the advertisement Valceanu (2015).

Conclusion: Effective advertising has the power to make people notice and buy the product or act to the advertisement (Valceanu 2015). Selection of advertising model and accordingly selection of media mix based on the theme of advertising campaign are very central. They direct to cautious and judicious budget planning. Being research is one of the elements of advertising, especially short term product or service promotion programmes like fests need every day feed back to analyse customer behavior. Kotler and Armstrong (1996) suggested that two areas need to be evaluated in an advertising programme- communication effect and 'the sales effect. Communication effect was studied by means of number of visitors and their source of information, time spent and purchases made. Sales effect was studied by computing ROI based on the total sale by all the entrepreneurs.

REFERENCES

- Brierley. S. 2002. The Advertising Handbook, Routledge, London: UK
- Gobind J and Ukpere WI. 2014. Evaluating HIV/AIDS programme within South African Universities. *Mediterr. J. Soc. Sci.*, 5: 346-357.
- Kotler, P. & Armstrong, G.1996. Principles of Marketing. Upper Saddle River : Prentice Hall, Inc.
- Numberger Siegfried and Schwaiger Manfred. 2003. I Cross Media, Print, and Internet Advertising: Impact of Medium on Recall, Brand Attitude, and Purchase Intention. Accessed from http://www.imm.bwl.uni-muenchen.de/forschung/schriftenefo/ap_efoplan_17.pdf
- Prithvi B.J.; Dash Mihir. 2013. Comparative effectiveness of radio, print and web advertising, *Asia Pacific Journal of Marketing & Management Review*, ISSN:2319-2836,Vol.2 (7)
- Sorce, Patricia, "Benchmarking insert advertising effectiveness metrics". 2008. Accessed from <http://scholarworks.rit.edu/books/19>
- Usman Muhammad. 2013. Creation of Effective Advertising in the Persuasion of Target Audience, *International Journal of Economics, Finance and Management*, Vol. 2, No. 1
- Vâlceanu Gabriela. 2015. A successful advertising campaign. Accessed from <http://holisticmarketingmanagement.ro/RePEc/hmm/v1i1/1/15.pdf>
- Wood and Poltrack, 2015. Measuring the Long-Term Effects of Television Advertising Nielsen-CBS study uses single-source data to reassess the "Two-Times" Multiplier. *Journal of Advertising Research*, Accessed from http://www.ncsolutions.com/wp-content/uploads/2015/06/JAR_552_Nielsen-CBS.pdf