EMERGENCE OF SURROGATE ADVERTISEMENTS

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ABSTRACT

Advertising is a broad, sensitive and a very diverse area. Its effects can be seen from society to business, from economics to education. In a country like India, a large proportion of income of population is spent on harmful products like cigarettes and alcohol which in the long run is leading to a lot of health hazards. Surrogate advertisements is a new concept which has taken its origination in today’s era. It refers to advertisements which promote the banned to promote products through indirect advertisements. Different product category is been created and shown in the advertisement under the same brand name of banned to promote products. The main aim of these advertisements is to create brand recall of the hidden product in the mind of the consumer. Another objective of this kind of advertisement is to create brand positioning of banned to promote products in the subliminal mind of the customer. These advertisements turn illegal into legal activities. This paper deals with the issue of emergence of surrogate advertisements.

KEYWORDS: Surrogate Advertisement, Banned to Promote Products.

INTRODUCTION

Surrogate advertisements are a new tool for promotion found by the marketers. They used it to promote their hard products i.e. banned to promote products. Earlier in India it was started by HUL by extending lux soaps to shampoo, the main idea was not exactly the surrogate advertisement but with the advertisement of shampoo, Soap was also promoted because of the well established brand image of lux soaps; that is why sometimes it is also known as brand extension advertising. Later on it was adopted by the marketers of banned to promote products including alcohol, tobacco & cigarettes. Surrogate advertisements include use of different advertising media like television commercials, bill boards and hoarding, and sometimes celebrity endorsement is also adopted as marketing strategy to make these advertisements work. Some of the examples are:

(1) Hayward’s 5000 alcohol as soda.

(2) Bagpiper Whiskey as Bagpiper Club Soda.

(3) Kingfisher Beer as Mineral Water.
(4) Royal Stag Wine as Music CDs.

OBJECTIVES

1. To study the effectiveness of surrogate advertisement.
2. To check whether surrogate advertisements provide high brand recall or not.
3. To find the customer awareness about the surrogate advertisements.
4. To find whether the products shown in advertisements are sold or not.
5. To study whether surrogate advertisements appeal the customer for the hidden product directly.

Some international and national laws are as under:

- Cigarettes and Other Tobacco (Prohibition of Advertisements and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (“COTPA”)
- The Cable television Networks (Regulation) Act, 1995 (CTNA”)
- The Advertising Standards Council of India (“ASCI”)
- Framework Convention on Tobacco Control (FCTC)

LITERATURE REVIEW

The literature on surrogate advertising and its impact is very scanty as this problem has originated very recently and is confined to countries where advertising of such harmful products is banned by the government or the regulatory body.

The basic question that needs to be answered is whether advertising makes any material impact on the sales of alcohol or tobacco products. Kent M. Lancaster and Alyse R. Lancaster disregard that there is any difference in sales of tobacco and alcohol related products with or without advertising. They examined most of the published evidence worldwide on the effects of the overall advertising and of advertising bans on aggregate demand of cigarette and tobacco products. Based on their exhaustive research they argued that partial bans on advertising are likely to have a very little or no impact on the consumption of such products, the reason being a complete ban on advertising of such products itself did not have any impact on sales or aggregate demand of these products.

Mehta (2003) is of the opinion that Surrogate advertising is not only misleading, but also presents false and dishonest information in many cases. It has a very negative effect on the markets as a whole. With so much widespread of surrogate advertising and its ill effects, it’s time to tackle the problem and stringent regulatory measures should be in place to curb such practice.
Chander and Sharma in 2006, tried to study the perception of people towards surrogate advertising by using a statistical tool factor analysis. The results of their research were surprising as they found out that the in general, the perceptions that govern the attitude of people towards these advertisements is much on the negative side rather than being on the positive side. They neither liked the advertisements nor the favoured them. A large proportion of the respondents felt that surrogate advertising is anti social as it tries to promote the product that is generally considered as harmful for the society, it promotes wrong impressions and tries to fool the customer insulting customer intelligence, leads to moral degradation and is deceptive. However a few respondents took surrogate advertisements as a way of fair practice, entertaining and associated it with modern life style. A set of respondents were completely unaware of the phenomena of surrogate advertising while a few others were confused about the same. This research led to the conclusion that whatsoever may be the positive perceptions revealed, still a lot of people perceived surrogate advertising as negative, unethical and immoral.

Rutter Jeni and D’Souza Culora Tania in their work “Tobacco advertising law puts all brand at risk” (2004) tried to understand how companies could accidentally find themselves into trouble if their trademark or brand is deemed to promote the negative products because it is identical or similar to a brand known for the negative product. They answered various questions looking at all the possible implications for non-tobacco companies of the Tobacco Advertising and Promotion Directive.

RESEARCH METHODOLOGY

As per our analysis of convenience sampling of 200 respondents from West Delhi was selected for the purpose of the study. Observation and personal interview methods were used for data collection. As per our findings surrogate advertisements are successful only in creating brand recall of the product. These products are addictive in nature so the scope for advertisement is comparatively less however this may vary also.

ANALYSIS & EVALUATION

DURATION OF ADVERTISEMENT OF TOBBACO PRODUCTS

<table>
<thead>
<tr>
<th>Product</th>
<th>Direct Advertisement</th>
<th>Sponsorship of a programme</th>
<th>Advertisement Of a Sponsored Programme</th>
<th>Total Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pan Parag Masala</td>
<td>291</td>
<td>195</td>
<td>130</td>
<td>615</td>
</tr>
<tr>
<td>Chaini Chaini Pan</td>
<td>54</td>
<td>-</td>
<td>-</td>
<td>55</td>
</tr>
<tr>
<td>Masala</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rajnigandha pan masala</td>
<td>91</td>
<td>-</td>
<td>10</td>
<td>100</td>
</tr>
<tr>
<td>Pataka502 Tea</td>
<td>150</td>
<td>70</td>
<td>125</td>
<td>345</td>
</tr>
</tbody>
</table>
Advertisement of these products are not limited to TV channels only. But there are various other modes also like print media which are supporting the advertisement of banned to promote products. There are various sorts of advertisement which can be observed - Direct Advertisement, Advertisement of a Sponsored Programme, Sponsorship of a programme.

**TRENDS IN ADVERTISING AND PROMOTION**

Billboard advertising of international and domestic brands of alcohol through surrogate means is widely being employed by alcohol industry worldwide. Sponsorship of sports and cultural events is widely being undertaken by alcohol companies in India. “Royal stag” sponsors Indian cricket matches and cricket players. “Royal Challenge Indian open and the Kenya cricket team. “Seagram” sponsors events such as “Chives Regal Polo championships” and “Chives Regal Invitational golf challenge” for corporate. Example: Teacher’s whiskey has launched the Teacher’s Achievement Awards. Other sponsored awards and events include: “Smirnoff international fashion award”. “Lakme India Fashion Week” was sponsored by Seagram’s Blenders pride.

There are various rules and regulations which have been made up the government organizations in regard to advertisement of banned to promote products. But still there are various organizations who all are making use of surrogate advertisement in regard to their promotion of banned to promote products examples- Rajnigandha, Kingfisher, Royal challenge, 502 Pataka, Pan villas Pan villas, Imperial Blue Music CD, Tuborg etc.

**FINDINGS AND CONCLUSIONS**

It is believed that advertisement is the mirror of attitudes, values and beliefs of the consumer, but according to our consideration, it is not exactly the same to far extent. Surrogate advertisements are only successful in creating brand recall of the hidden product in the advertisement. People does not get much influenced by these products advertisements while making their purchase, their purchase decision is mainly influenced by their financial status. Another major finding is that these products make people addicted to the products, people cannot resist themselves from consuming these products so in this scenario the role of advertising whether surrogate or direct is reduced at minimum. So marketers have to focus when the use of surrogate advertisements is appropriate and when it is not required.

Surrogate advertisements are controversial in nature also because they are opposed to legal laws and regulations and some part of the society are not in favour of it while rest find it fine. We’ll be having one recent example with us;

Mr. Anbumani Ramadoss, Ex-Union Health Minister had challenged the name of the Bangalore Indian Premier League (IPL) cricket team, "Royal Challengers", which was an obvious form of surrogate advertising for liquor brand "Royal Challenge". After which, the Supreme Court of India in August 2008 pointed out that the team was not named 'Royal Challenge', the liquor brand, but "Royal Challengers" so this will not lure the viewers as only those who drink can be
attracted by these things. The Supreme Court of India also had a simple advise — “Watch cricket and do not see too much of liquor in it”

Major part of the consumption income of rural household mainly is spent on purchase of these products and consumption of these products has negative consequences having severe medical health issues leading to death also. Government of every country is aware of the fact of health issues regarding the consumption of these products so sincere efforts are being made by the government of various nations and certain rules and regulations have also been framed in this regard as well.

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