



## A study on the surrogate advertising in India

Gaddam Aditi Reddy<sup>1</sup>, Kapadia Dhara Fenil<sup>2</sup>, Shukan Shah<sup>3</sup>, Ritvik Kapoor<sup>4</sup>

<sup>1-4</sup> Undergraduate Student's, BBA Finance and International Business, CHRIST (Deemed to be university), Bengaluru, Karnataka, India

### Abstract

The present World is profoundly unique and focused where publicising demonstrating moral issues in showcasing pattern. These days, Surrogate promoting is one of the rising patterns of notice in publicising industry in India. This is utilising to publicise the items which are essentially prohibited in the nation. Thus, these items are promoting by implication and accordingly it makes sway on purchaser's recognition. It relates with the duplication of one item's image picture which will advance another result of same brand.

**Keywords:** surrogate, advertising, alcohol, marketing, research, Indian, imperial blue, kingfisher, campaign, promotions, liquor

### Introduction

The process of duplicating a product of one brand for the promotion of another product of the same brand is called Surrogate Marketing. The product that is being advertised may or may not be of the same category as the one that is essentially being promoted. Unlike other marketing tactics and types, the motto of surrogate marketing is not to increase sales. Instead it is to increase and maintain brand recall. 'Surrogate' is the product that is advertised.

In history, it started mainly because of women of UK protesting against advertisements of liquor and other narcotic products. Hence, from then surrogate advertising or marketing is primarily used to advertise alcohol, cigarettes, narcotics and such tobacco related products which are banned from legal advertising.

As vague as it may sound to advertise Music CDs in order to promote liquor, according to research it is found out that 42 out of 50 people understand that it is liquor that is being advertised, and that CDs are only a means to do the same.

India is the third largest market of alcohol in the world, with a market size of \$35 billion dollars per annum. As per 2017, the market's growth rate is at 8.9% and has only been on an increase since the last 6 years.

### Steps to keep a check of when participating in Surrogate Marketing

- Making clear and unambiguous transparent laws banning surrogate advertisements for different products under a single brand name.
- Conducting consumer awareness programmers to help people understand the negative impact of surrogate advertisements.
- Providing more power to the Advertising standards Council of India to enable it to take action against false and misleading advertisements and keep a close vigil over clever evasion of the law, instead of just issuing notices.
- Establishing a mechanism for effective implementation of international and national regulations.
- Several NGOs such as Hriday (Health related information dissemination amongst youth), SHAN (Student Health Action Network) etc. led campaigns appealing the

Government for a comprehensive ban on tobacco advertising. The role of NGOs in combating the menace of surrogate advertising should be recognized and they should be given more authority to work on such issues.

### Indian scenario of surrogate advertising

After the Indian Ministry of Health found out the adverse effects of consumption of alcohol and tobacco on the consumers, a ban was put on their advertisements. The ban has been enforced since the year of 1995. As a response to the order of Government to boycott ads of items that are unfavourable to wellbeing, the real organizations of alcohol and tobacco looked for different methods for embracing their items. They have discovered an elective way of promoting through which they can continue helping the general population to remember their alcohol/tobacco brands: they have presented different items with a similar brand name. Surrogacy acts as a great source for advertising liquor and cigarettes, but it also has certain limitations. As through surrogacy advertising, the company needs to promote a different product under its brand name, it takes away the limelight from the actual product.

The liquor industry in India always seems to argue that if the company has equity, it should be allowed to be advertised. Despite the fact that there has been enactment passed according to the Cable Act under the Ministry of Information and Broadcasting, that no supporter is allowed to demonstrate a commercial which in a roundabout way or by implication 'tempting' the watchers in order to advance liquor, tobacco and so forth. In spite of the fact that the tobacco promotion has been ceased however alcohol advertisements only occasionally demonstrate their advertisements disguisedly. This is a result of the promoting procedure that they continue changing and accompanying new imaginative thoughts which resembles sidelining the enactment which despite the fact that look splendidly okay however the effect left in the watcher's brain is something different. It appears that they are furtively exchanging their image and the genuine expectations stay to be unobtrusive. At the point when a surrogate notice is appeared on TV, the customer is just helped to remember the liquor delivered by that publicized

brand through the advancement of, state their CDs, however with an immediate ad of liquor, the account conveyed is as a general rule, express and impeding. Coordinate commercials of liquor consumption are given engaging subjects where the beverage is appeared as a medium that can lead purchasers to brotherhood, carefree, pleasure, sexual achievement, upgraded fascination, social approval, and ubiquity. Aside from normalizing the consumption of liquor, such commercials likewise prefer to associate their image with the purchaser's challenging and at times forceful conduct. Since more youthful individuals normally search for these perspectives in their lives, they are effectively activated by liquor ads. Coordinate liquor promotions support and praise its utilization, and make the young feel as though it is their sole inconvenience free answer for everything. Then again, surrogate ads let individuals append their very own translations and thoughts to liquor, which are conceived because of the immediate impacts in their lives, for example, family, which are wild. Family causes them frame a specific observation around mixed refreshments, and their addresses are typically joined by expressions of careful and safe drinking, which commercials never talk about. The liquor showcase frame is that of an oligopoly, portrayed by couple of extensive firms moving separated items. The specific firms always strive for piece of the pie and the dimension of association and rivalry among them are uncommonly high. A lot of cash is spent on advancement through media notices, announcements, occasional sponsorships, and on the web and disconnected crusades. The merciless challenge boosts each firm to improve their liquor than the other.

#### **Kingfisher- an example of surrogate advertising**

It is a worldwide brand in liquor, sports, mineral water, airlines and lifestyle. The principle business of Kingfisher is alcohol however kingfisher advance Indian Premier League group with the slogan 'Divided by teams – United by kingfisher. Kingfisher has likewise given its one of the celebrated brand to the one IPL group ' Royal Challengers Bangalore '. Kingfisher Airlines is likewise the case of surrogate commercials. Social media have additionally turned out to be most recent roads for liquor marks that set up their image articulation, as Kingfisher has a Facebook page, Twitter to advance their brands and to the extent controls are concerned, these regions are yet to be secured. So another angle which assumes an imaginative job is the social media showcasing which is one of the out of the crate promoting system and connects the objective clients straightforwardly. By doing all these surrogate promotions, Kingfisher simply need to make his quality into the psyche of its current client. Once to promote its beer in 2015, Kingfisher openly advertised it on the radio channels, using the word "beer" several times, but censoring the word whenever it was being repeated. Kingfisher had clearly violated the surrogate advertising norms in India. Kingfisher was also banned from any type of surrogate advertising because of the regulation Indian Health Ministry.

As the beer and alcohol market is ever increasing companies need to find new and innovative ways to promote their products. They need to find appropriate channels to advertise their product, if they don't want to meet the same fate as Kingfisher's.

#### **Imperial blue- an example of surrogate advertising**

Alcohol in India is as widely consumed as it is talked about

in hushed tones and looked upon in a negative light. In such a market, it is necessary for the players to advertise smartly and make sure the target audience is efficiently affected.

Imperial Blue ranks 3 in the list of premium whiskeys in India. It was launched by Seagram in 1997 and taken over by an international brand, Pernod Ricard in 2002.

As the law prevails, it is illegal to advertise any alcoholic substance. Hence, Imperial Blue like most of its competitors (Bagpiper, Royal Stag etc.), resorted to surrogate advertising. In order to increase brand visibility and ensure brand recall, the company has involved in nearly all forms of advertising like billboards, newspapers, magazines, campaigns, social media engagements and so on. The fundamental that all of these endeavors are based on, is their tagline: 'Men will be men.' This indicates also their target audience which is Indian men in the age group of 25-35.

Based on these ideals, the brand has launched several campaigns and participated in sponsoring events; including World Series Hockey of 2012. It has also commissioned in producing a film that was titled after their tagline. It starred Rohit Khurana, Gaurav Chopra and Rajesh Kumar.

Ajay Gahlaut, the executive creative director of Imperial Blue, in an interview mentioned about the thought that goes behind their catchy ad campaigns. According to him, their intention is to bring about something that is never thought about as a promotional venture, however is very relatable by the common man. This can be observed to be true, as nearly all of their advertisements are based on this notion alone.

However, slightly contrary to the all-accepting opinion about the 'Men will be men' campaign, Shilov Mani, the senior Vice President of Social Street, a marketing agency, is of the opinion, that while these ads are interesting and relatable, the mention of the brand 'Imperial Blue' is almost missing. Besides, due to the campaign's presence from a considerable amount of time, these ads have now become predictable and repetitive. A unique element needs to be introduced.

#### **Future of surrogate marketing**

For long enough now producers have bent and mended rules according to their convenience to promote alcohol, cigarettes, narcotics and the such. While doing that, they also have not failed in making the big bucks. Consumers, along with them have also enjoyed their sponsorships and products, alike.

However, over time awareness of surrogate marketing has increased, and a few agile citizens for groups of people like agencies or NGOs have come up with a differing point of view.

Bobby Pawar, Marketing Director and Chief Creative Officer of Public is Worldwide, believes that it is hypocrisy on the part of the government to legalize production and consumption of alcohol but ban on its advertising. He says he is aware of the consequences that may come up if free advertising of liquor was established, but the government must find a way around it.

Another point that is raised in a similar context is of the awareness and maturity of the public itself. The more the time progresses, and the world becomes a global village, more and more people are being responsible of their choices and actions. In such an environment, even if companies are allowed to legally advertise liquor, consumers who are underage may not indulge in the same, is the assumption made in this theory.

When the bigger picture is viewed, there is an unending trade-off between surrogate marketing and ethics. To employ

public icons and engage them in such advertising means that it impacts masses and most likely sends an alarmingly unhealthy message. The other side of the coin is that the companies are making money by producing their signature products and are breaking no laws and hence it is entirely correct.

Due to the above-mentioned concepts, it can be predicted that surrogate marketing may not go on for a very long time. Maybe the market players will find newer ways of promotion or the government will ease out on the laws. It is also possible that nothing of this may happen, and the trend may prevail as it has until now. It is for the time and consumers of the future to see to that and lies beyond the scope of this paper. However, what surely can be considered as a piece of advice is to be aware consumers and to choose wisely whatever is offered to us.

### **Conclusion**

There is no way in contrast to a sound challenge and consequently a wide range of controls are basic and in a dynamic market and expanding rivalry numerous organizations and offices are enticed to hit the challenge from the wrong side however it appears that there is no option in contrast to solid rivalries.

Media it itself is an impression of the general public and culture having a solid and everlasting effect on the watchers extraordinarily those with delicate personalities. It appears that this will stay to be an endless discussion with regards to surrogate ad and its control. On one hand where there is instigation of having alcohol, then again, it's about the specific up and coming worldwide brands which can't be halted by any means.

What we require is legitimate direction and negligible controls as well as the 'fine framework' must be presented and appropriate authorizing must be brought into the stage to manage the advertisement offices and in the event that if there is any depiction of "surrogate items" one can generally go to buyer gathering and later the issue can be taken up by any Board and choose it as needs be.

### **References**

1. Bhasin H. Retrieved from, 2018, <https://www.marketing91.com/marketing-mix-imperial-blue/>
2. Jangid S. Retrieved from, 2017, <http://www.indiantelevision.com/mam/marketing/mam/surrogate-liquor-advertising-time-for-change-171002>
3. Retrieved, 2019, from <https://www.livemint.com/politics/news/vijay-mallya-prepares-for-lengthy-appeal-against-uk-govt-s-extradition-order-1549377424054.html>
4. Amin U. Retrieved from, 2013, <https://www.scribd.com/document/149521552/Meaning-of-Surrogate-Advertising>
5. Gupta V. Retrieved from <https://edtimes.in/lets-talk-about-the-benefits-of-surrogate-advertising-of-alcohol-in-india/>, 2018.
6. Bag A. Retrieved from, 2014, <https://blog.ipleaders.in/surrogate-advertisement-of-liquor-in-india-how-indian-liquor-companies-game-the-rules/>