

Lecture 22-

The History of Advertising and Brand Promotion- Indian Perspective

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History of Advertising & Brand promotion in India

■ Pre-Independence Era

- ✓ Concrete advertising history begins with classified advertising in 18th century in India. Ads appear for the first time in print in Hickey's Bengal Gazette, India's first newspaper (weekly).
- ✓ The first brand as we know them today were a category of advertisers. Horlicks becomes the first 'malted milk' to be patented on 5th June 1883 (No. 278967).
- ✓ Advertisements in the 18th century were meant to inform the public. Periodicals announced deaths, births, sale of household furniture and arrival of ships from England for trade purposes.
- ✓ Pre-Independence journals printed information with the intent to persuade the public to buy, trade and inform about government activities and propaganda.

History of Advertising & Brand promotion in India

■ Pre-Independence Era

- ✓ The industrial revolution resulted in a massive export of goods to colonial India. Consequentially, British business houses drastically increased the number of advertisements through print media.
- ✓ Prominent newspapers like 'The Statesmen' and 'The Times of India' used their advertising departments to offer facilities to 'agents' who functioned as space contractors, getting advertisements on a commission basis.
- ✓ Swadeshi Movement (1907-11) and the installation of the printing machine in Kolkata (Calcutta then, 1907) were the two main events that were responsible for the dominance of the Indian advertising agencies.
- ✓ In 1930s The talkies and radio emerge as media
- ✓ In 1941, Leela Chitnis became the first Indian Film actress to endorse Lux soap.

History of Advertising & Brand promotion in India

■ Post-Independence Era

- ✓ Industrial Revolution
- ✓ Burmah Shell propagated kerosene by advertising on vans
- ✓ Cinema advertising began
- ✓ In 1956, Kolkata gets the privilege of India's first ad club
- ✓ After 1957, the British owned agencies were acquired by Indian businesses
- ✓ In 1957 government launches Vividh Bharati
- ✓ India's first Advertising Convention (1960)
- ✓ Ad business took a giant leap with the introduction of multi-colour printing, efficient and fast printing machines and the development of commercial art
- ✓ 1967 – First commercial appears on Vividh Bharati

History of Advertising & Brand promotion in India

■ Post Independence Era

- ✓ In 1978 — India's first TV commercial goes air.
- ✓ Colour printing become more popular
- ✓ 1982 — Bombay Dyeing becomes the first colour TV ad
- ✓ 1983 — Maggi Noodles launched to become an overnight success
- ✓ 1984 — Hum Log, Doordarshan's first soap opera in the colour era is born
- ✓ Viewers still remember the sponsor (Vicco) of Yeh Jo Hai Zindagi!
- ✓ 1990 — Marks the beginning of new medium Internet
- ✓ Brand Equity (magazine) of The Economic Times is born
- ✓ 1997 — Media boom with the growth of cable and satellite; print medium sees an increase in titles, especially in specialized areas
- ✓ Advertising on the Internet gains popularity

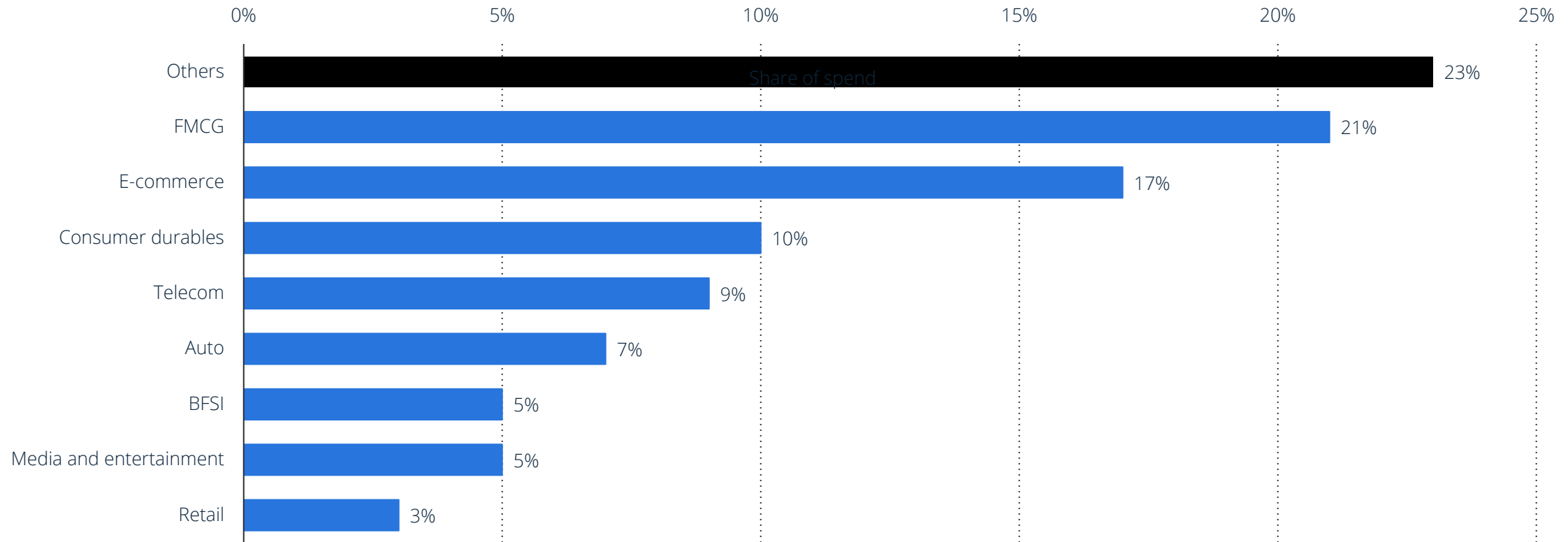
History of Advertising & Brand promotion in India

- **Post-Independence Era**

- ✓ Tv reached 70% of the Indian people
- ✓ Internationalization of domestic agencies
- ✓ Internet Advertisement more popular
- ✓ The role of advertising agencies- changing to that of a marketing consultant.

Distribution of advertising spending in India in 2020, by category

Advertising spending share in India 2020, by category



Note(s): India; 2020

Further information regarding this statistic can be found on [page 8](#).

Source(s): Dentsu Aegis Network; [ID 302574](#)

statista



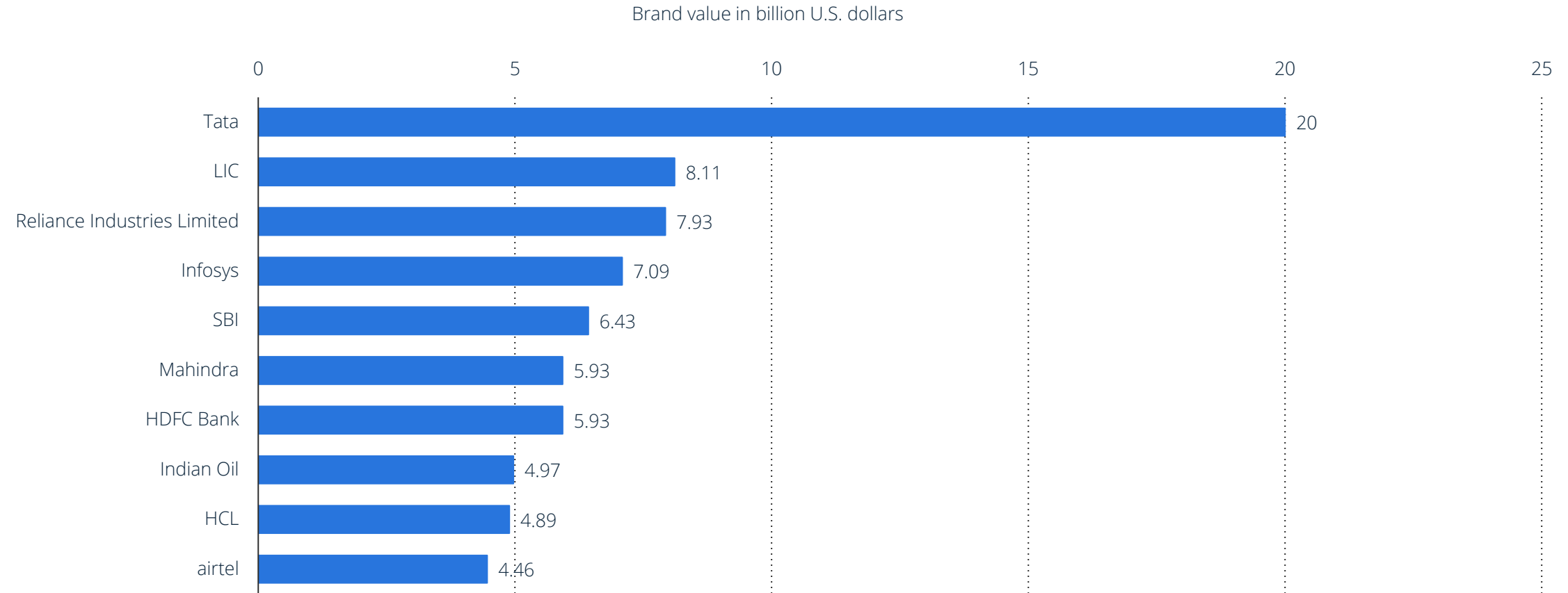
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Leading 10 Indian brands in 2020, by brand value (in billion U.S. dollars)

Leading 10 Indian brands 2020 by brand value



Note(s): India; 2020

Further information regarding this statistic can be found on [page 8](#).

Source(s): Brand Finance; [ID 254552](#)

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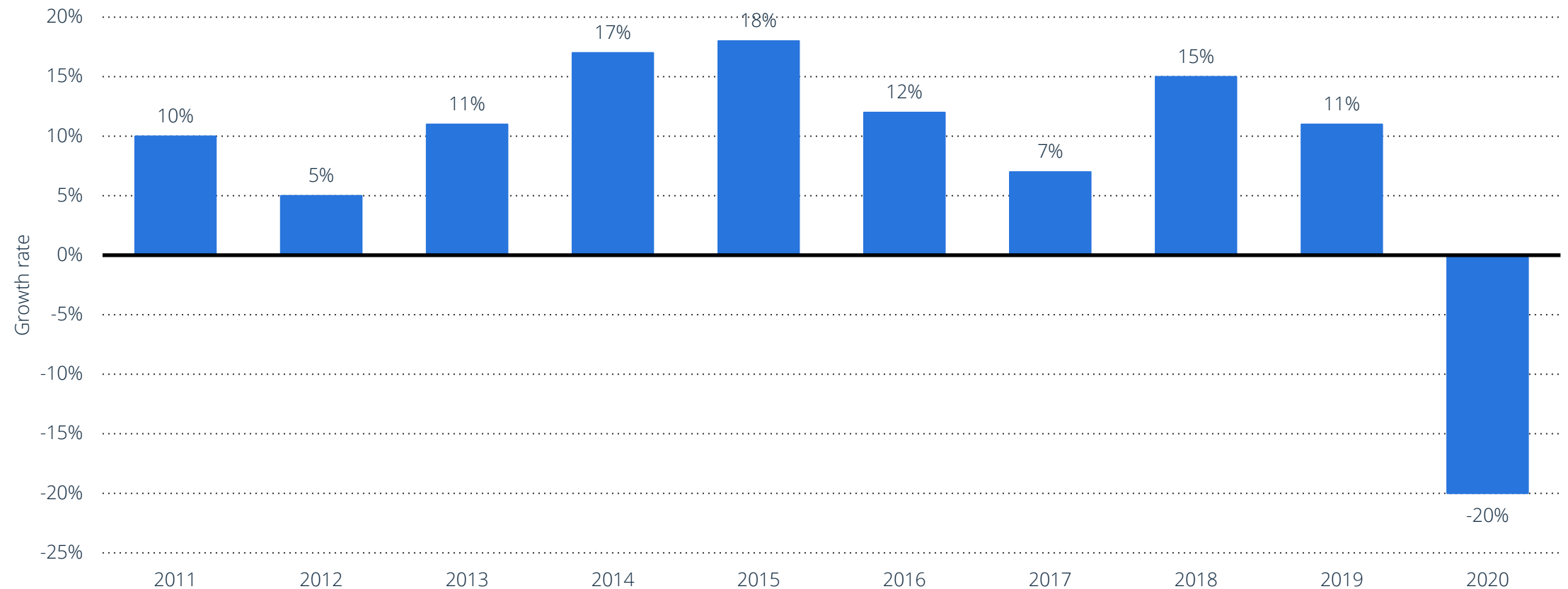
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Growth rate of advertising market across India from 2011 to 2020

Growth rate of advertising market across India 2011-2020



Note(s): India; 2011 to 2020

Further information regarding this statistic can be found on [page 8](#).

Source(s): Madison World; Various sources; Pitch (Zee, Colors Marathi, Nick, UFO, Vikatan, Discovery); [ID 860604](#)

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Consumer preferred channels of brand communication during the coronavirus pandemic worldwide as of March 2020, by country

Global consumer preference of brand communication during COVID-19 in 2020, by country

	TV, radio or newspapers	E-mail	The brand's website	Facebook	Instagram	Twitter	Texts
Average	45%	42%	33%	31%	21%	19%	18%
United States	37%	50%	28%	26%	15%	14%	13%
India	66%	55%	49%	65%	47%	47%	37%
Japan	54%	27%	31%	9%	9%	20%	8%
South Africa	54%	54%	39%	48%	27%	28%	28%
Brazil	53%	40%	40%	49%	46%	28%	12%
South Korea	49%	22%	15%	19%	17%	9%	31%
China	46%	28%	47%	18%	17%	19%	30%
Italy	43%	34%	29%	38%	19%	13%	8%
Canada	39%	54%	36%	28%	16%	15%	8%
Germany	39%	36%	28%	18%	12%	7%	22%
France	34%	46%	22%	22%	9%	10%	14%
United Kingdom	28%	64%	34%	25%	13%	14%	12%

Note(s): Worldwide; March 23 to 26, 2020; 12,000 respondents

Further information regarding this statistic can be found on [Page 4](#).

Source(s): Edelman; [ID 1110288](#)

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BIBLIOGRAPHY

- Statista-
 - Distribution of advertising spending in India in 2020, by category
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 - Growth rate of advertising market across India from 2011 to 2020
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