

Lecture 32

Advertising & Support Media

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Advertising & Support Media

Outdoor Print media

- **Press**
 - Newspapers
 - Periodicals
- **Other**
 - Magazines
 - Handbills
 - Labels
 - Calendars

Outdoor Non-Print Media

- **Broadcast**
 - Television
 - Radio
- **Speciality**
 - Cinema
 - Fairs & Exhibitions

Indoor Media

- **Direct Mail**
 - Folders
 - Calendars
 - Diaries
 - Bulletins
 - Brochures
 - Price lists
 - Catalogues
 - Leaflets
 - Booklets
 - Circulars

Creative Ways of Print Advertising

- Use of the folds (Double-page spread for Adidas: Forever Sport)
- Playing with words (Nutella becomes 'nutellable')
- Work with Placements (Jaipur foot)
- Use humour (Breath-Pedigree)



- Focus on product use (Berger)
- Capture the essence (Rajasthan Tourism-
jaane kya dikh jaaye)
- Trick the eye (VW Das Auto 3D on 2D)
- Make comparisons (Sedal shampoo)
- Play with perception (McDonald's Father's
day Ad)



Advertising & Support Media

Outdoor Advertising Media

- **On construction or buildings**
 - Walls & Murals
 - Buildings, Construction wraps
 - Towers, bridges, rooftops
- **Free-standing OOH media**
 - Super signs
 - Spectaculars
 - Gantries
 - Campaign OOH advertising

Transit Advertising Media

- **Moving**
 - Trains
 - Buses
 - Cars
 - Trailers
 - Taxis
 - Trucks
- **Static**
 - Inside airports
 - At railway stations
 - At taxi ranks
 - On bus terminals

Street-and-retail Furniture Advertising

- **Street furniture media**
 - On bins, telephone booths, benches, kiosks
 - Street poles
 - City lights
 - Suburban signs
 - Litter bins
 - Benches
- **Retail furniture media**
 - Escalators
 - Shopping Trolleys
 - Billboards
 - Banners
 - Lifts

Alternative OOH Advertising

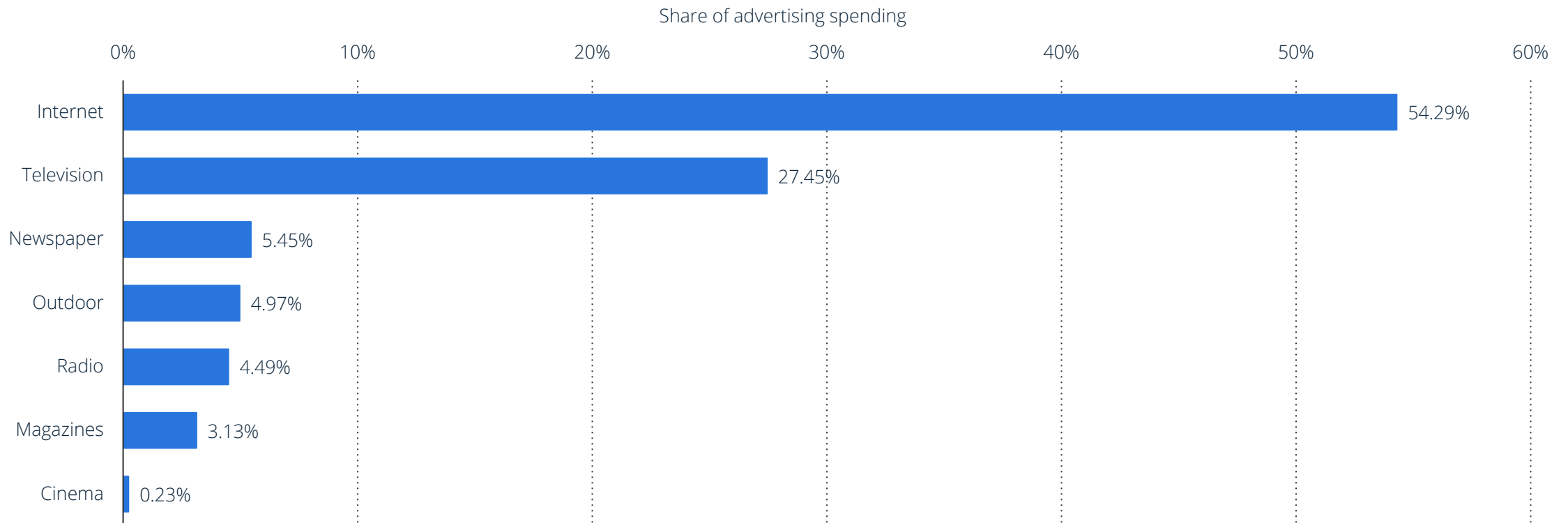
- **Digital OOH media**
 - Digital media
 - Electronic OOH
- **Ambient OOH media**
 - Place-based
 - Mobile
 - Message displayed on goods

Source: Adapted from Thérèse Roux, De la Rey van der Walddt & Lené Ehlers (2013) A classification framework for out-of-home advertising media in South Africa, Communicatio, 39:3, 383-401, DOI: 10.1080/02500167.2013.837598



Distribution of advertising spending worldwide in 2020, by medium

Global ad spend distribution 2020, by medium



Note(s): Worldwide; 2020; current prices

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

Source(s): Zenith; [ID 376260](#)

statista



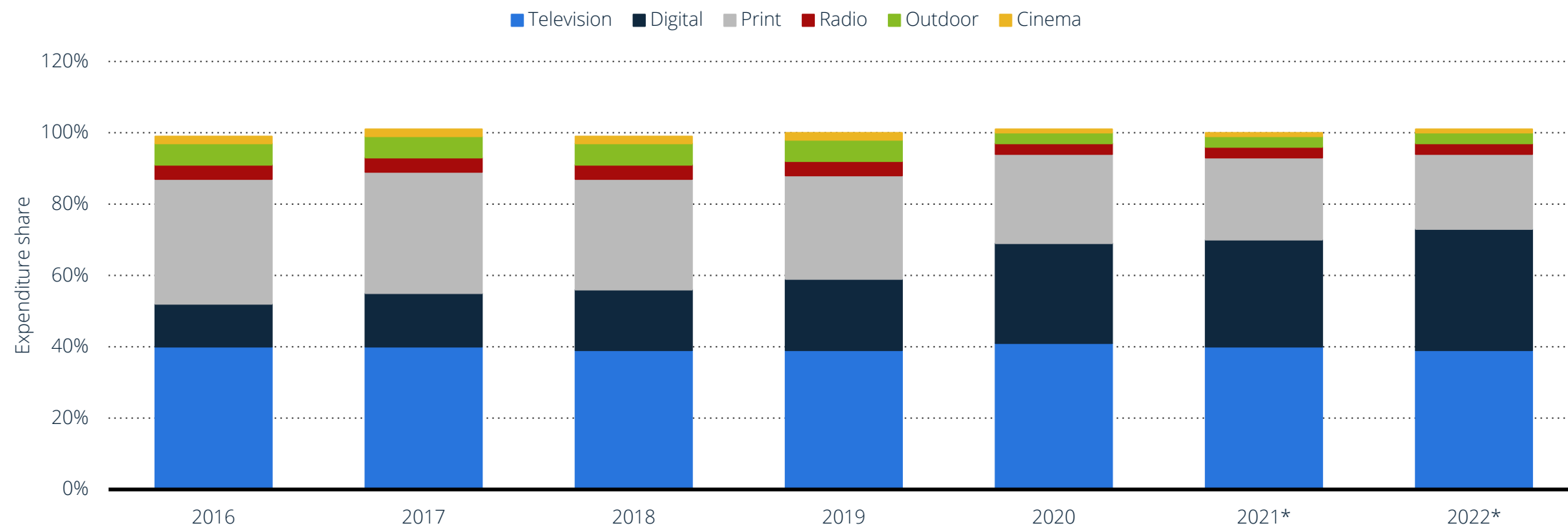
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Distribution of expenditure in the advertising industry across India from 2016 to 2020, with estimates until 2022, by channel

Share of media ad spends in India 2016-2022, by channel



Note(s): India; 2016 to 2020

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

Source(s): Dentsu Aegis Network; Various sources (Exchange4Media, Carat India, Isobar India, iProspect, Fractal Ink, WebChutney, SVG Media, Merkle Sokrati, Amnet, Amplifi India, WATConsult, ABP Live, Voot, LinkedIn Marketing Solutions, TikTokAds); [ID 894254](#)

Case Study: Head & Shoulders Anti-dandruff campaign

- Black & White' print ad from Head & Shoulders has readers to do a check for dandruff simply by asking them to "Scratch your head over this page."
- One of the pages is completely black and the other is all-white, those with a dry scalp will find that the dark page will reveal that they might want to consider using an anti-dandruff shampoo if the page becomes littered with white flecks.

Source: https://www.adsoftheworld.com/media/print/head_shoulders_black_white



Case Study: Lifebuoy 'Hackwashing' campaign at Kumbh Mela 2019

- Lifebuoy is committed to finding ways to protect people from illnesses and improve health outcomes, one handwash at a time.
- Pre-Covid times when the germs on our hands that carry deadly diseases were underrated, Lifebuoy invented a special wearable ink made of Lifebuoy formula which turned into antibacterial soap when brought in contact with water, washing off all the germs.
- Stamping people's hands outside food courts and toilets at the Kumbh festival, Lifebuoy ensured they also use germ-killing soap when they rinse their hands with water.

Case Study: Lifebuoy ‘Hackwashing’ campaign at Kumbh Mela 2019

- **Brief:** Ensuring that the devotees wash their hands with soap at the Kumbh festival, which leads to a more hygienic Kumbh this year.
- Over 60% of Indians wash their hands only with water and no soap before eating and after using the toilet (Source: India National Sample Survey, 2020).
- At the Kumbh festival, a religious gathering so massive, it creates a 45- day makeshift town with 150 million pilgrims, 4,200 tents, 660 mass food courts and 150,000 portable toilets, this habit could cause a large-scale infection!
- **Creative Idea:** Changing 150 million people’s poor hygiene habits overnight is impossible. So, Lifebuoy decided to create a social-hacking solution that takes advantage of what Indians have naturally done for millennia – washing hands with just water.

Case Study: Lifebuoy 'Hackwashing' campaign at Kumbh Mela 2019

- Hackwashing is the process of using a special wearable ink made of Lifebuoy formula which turns into antibacterial soap and lathers when brought in contact with water, washing off all the germs.
- **Execution:** Lifebuoy replaced the token/ticket system outside food courts and toilets with Hackwashing.
- Before Pilgrims entered food courts and lavatories, They stamped their hands with a special wearable ink made of Lifebuoy formula, so, every time they wash their hands with just water, they are also cleansing their hands of germs with antibacterial soap.

Case Study: Lifebuoy 'Hackwashing' campaign at Kumbh Mela 2019

Results

- Number of hands washed with soap: Lifebuoy stamped 5 million devotees directly, and indirectly made the festival safer for the other 145 million as well.
- Ensuring a hygienic Kumbh: Kumbh festival 2019 had 30% fewer infections than the festival's previous 2013 edition.

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- Statista- Distribution of advertising spending worldwide in 2020, by medium, Distribution of expenditure in the advertising industry across India from 2016 to 2020, with estimates until 2022, by channel
- [50 print ads that will inspire you to think outside the box | Canva](#)
- https://www.adsoftheworld.com/media/print/head_shoulders_black_white
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