

LECTURE 50

WORD-OF-MOUTH & CORPORATE ADVERTISING

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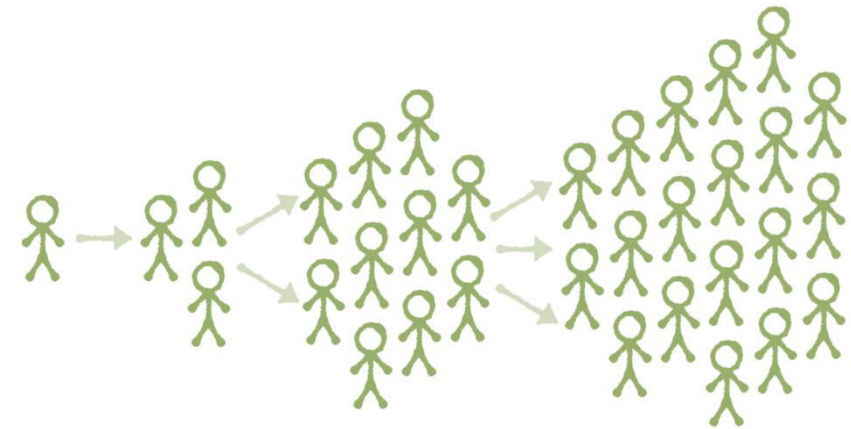
Peer-to-Peer Influence- WOM

- Create a buzz
- Word-of-mouth marketing builds a community of brand advocates who vouch for your products online and offline.

“Word of mouth generates more than twice the sales of advertising.’

-McKinsey & Company

- 83% of customers trust recommendations from family, friends, and peers when making purchasing decisions. (Nielsen)



Steps to Propagate Word-of-Mouth

- **Instead of Business to Consumers. Make it Business to People.**
 - You can make people feel as insiders, someone who is in-the-know so they talk about it.
 - Individuals have the tendency to express what they believe makes them appear attractive.
 - This can be done when individuals identify with your brand.
 - E.g., When Facebook started out, it was only available for Harvard students. Within the first month, more than half of Harvard undergrads were Facebook users. This helped the site build up a lot of hype since the other students had to wait till it was available for their school.

Source: Insights from Berger, J. (2013). *Contagious: why things catch on*. 1st Simon & Schuster hardcover edition. New York: Simon & Schuster.



- **Associations and Triggers**

- Triggers are reminders around you that spark off related thoughts and ideas.
- When one thing automatically associates another in your brain. E.g., bread and _____.
- The goal is to associate your brand with a trigger that people will encounter often.
- It can be done on special days or seasonal or activities and events.
- This loop-cue routine becomes automatic until something changes it impactfully.
- It creates a habit, and is the reason why we no longer say, “go search it on the Internet.” Instead, we say, “**go Google it.**”

Source: Insights from Berger, J. (2013). *Contagious: why things catch on*. 1st Simon & Schuster hardcover edition. New York: Simon & Schuster.



- **When they care. They share. Make them emotional.**
 - It is also termed as Emotional marketing.
 - People's everyday life seems profoundly emotional: they experience at least one emotion 90% of the time. (Trampe et al., 2015)¹
 - Campaigns with purely emotional content perform about twice as well (31% vs. 16%) with only rational content, and those that were purely emotional did a little better (31% vs 26%) those that mixed emotional and rational content (IPA dataBANK).
 - Happiness = More Shares, Sadness = More Clicks
 - For e.g. Dabur Vatika Salutes Female Cancer Survivors,
 - Fortune Ghar ka khana

1. Trampe, D., Quoidbach, J., & Taquet, M. (2015). Emotions in Everyday Life. *PloS one*, 10(12), e0145450. <https://doi.org/10.1371/journal.pone.0145450>

2. IPA Data Bank Case Studies

- **Monkey see, monkey do**
 - People are more prone to mimic something that is more widely known.
 - You can design products and initiatives that advertise themselves and create some visible behavioural residue.

Source: Insights from Berger, J. (2013). *Contagious: why things catch on*. 1st Simon & Schuster hardcover edition. New York: Simon & Schuster.



- **We used it. We liked it. We share it.**
 - People share valuable practical information to help others.
 - It can be provided through blogs, videos, listicles, FAQs etc.
 - It helps in showing people how to do something in a quick and easy way.
 - E.g., The best places to visit in Summer, Top 10 Superfoods
 - Examples of brands that are providing practical value to benefit and promote sharing among their customers:
 - HealthifyMe blog gives insightful information about nutrition and their benefits along with possible recipes.
 - Dollar Shave Club's blog focuses on practical grooming advice for their predominantly male customer base.

Source: Insights from Berger, J. (2013). *Contagious: why things catch on*. 1st Simon & Schuster hardcover edition. New York: Simon & Schuster.



- **Once upon a time...**

- Stories aren't just interesting; they're useful vessels for carrying important information.
- Storytelling can make a brand more personal, more human, more memorable.
- 68 percent of the nearly 2,400 respondents reported their average online video sessions last more than 30 minutes, with 40 percent reporting average sessions of over an hour (Ogilvy and The Young Turks, 2018).
- The survey also found that these are frequently occurring events, with 73 percent reporting having 30+ minute viewing sessions more than three days a week and 29 percent saying they view for 60 minutes or more — per session — on a daily basis which means attention is available, but the bar has been raised.
- E.g., The Land Of Land Rovers Campaign
- Hyundai- Celebrating 20 Years of Brilliant Moments

Source: Insights from Berger, J. (2013). *Contagious: why things catch on*. 1st Simon & Schuster hardcover edition. New York: Simon & Schuster.



Corporate Advertising

- Corporate advertising is intended to establish a favourable attitude toward a company as a whole rather than to promote the benefits of a specific brand.
- While corporate advertising does include some mention of company products, the object of this type of advertising is not directly aimed at generating sales.
- Corporate ads focus on the strength and reliability of the company as a whole, the integrity that the business employs in all its business relationships, and how the company seeks to better the circumstances of the geographic locations where it operates.
- E.g., Zee advertises all its channels with the theme '*Vasudev Kutumbhakam*'.

Case study: Bharat Petroleum Corporation Limited (BPCL)

- Bharat Petroleum Corporation Limited (BPCL), a 'Maharatna' and a Fortune Global 500 Company has been recognized with 11 prestigious awards by the Public Relations Society of India (PRSI) for business excellence and innovative approach in PRSI National Awards 2020.
- Bharat Petroleum Corporation Limited bagged the first position in four major categories such as 'Best use of Social Media in campaign', 'Public Relations in action' 'Award for Innovation in Customer Care during Corona times' and 'E-Newsletter'.
- Securing the second position in total six categories, BPCL marked another achievement in awards like Innovation in Marketing Strategies in Corona Times, Excellence in Covid 19 – Management in Public Enterprises, Best Communication Campaign (External Publics), Best Communication Campaign (Internal Publics), Best PSU Implementing RTI, and 'House Journal - Hindi for Petroleum Swar'.

Case study: Bharat Petroleum Corporation Limited (BPCL)

- The company was also awarded with the third position 'Best Employee Communication Program award' for outstanding contribution in achieving communication programs for its employees and valuing its human capital.
- BPCL launched their campaign 'Jeet Ka Padak' with a musical video on social media, wishing Indian sports persons in Tokyo Olympics 2020.
- Other components of 'Jeet Ka Padak' campaign includes Olympic Trivia Quiz, Videos on archery and hockey; inspiring stories of players on social media platforms and on-ground activities including 'selfie' booth at BPCL's fuel stations.
- The Company planned for traditional BTL campaigns, social media campaigns, integrated campaign, as well as, reaching out to employees through in house communication mediums.

Thank You

