

Lecture 9

Effectiveness of Communication

Part-I

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Why should we focus on communication effectiveness?

- Cost associated with the communication (Reach, Time etc.,).
- The purpose of communication at the end is to generate effect (Revenue, results, jobs, impact etc.,).
- For the growth of the organisation.
- People should know about the product, brand or organisation.



Audio Courtesy: Hamara BAJAJ (1989)
Source: <https://youtu.be/scltYH13uEY>



Audio Courtesy: LML Vespa
Source: <https://youtu.be/d2xcD6g2Yj4>



Premium Suitings • Shirtings

ONLY VIMAL

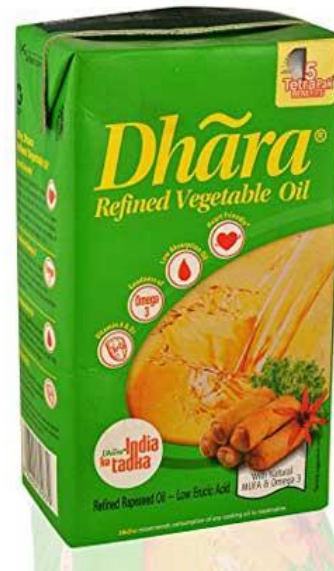


Audio Courtesy: Only Vimal Suitings 1980

Source: <https://youtu.be/EYNcYqSimUI>



Audio Courtesy: Amul 'Doodh hai wonderful'
Source: <https://youtu.be/NAyW9XGOna0>



Audio Courtesy: Dhara Cooking Oil
Source: <https://youtu.be/-H4GWUkdhps>



**KANSAI
NEROLAC**
PAINTS LIMITED



Audio Courtesy: Nerolac Paints India
Source: https://youtu.be/c7H519_yKfE





Audio Courtesy: Nirma Detergent & Soap
Source:https://youtu.be/sqifM_7_mgo



Audio Courtesy: Asian Paints - Har Ghar Kuch Kehta Hai

Source: <https://youtu.be/KdzRjvdK67w>



Why should we focus on communication effectiveness?

- Even if products may not sustain in the market, the messages and advertisement stays.
- Messages helps in sustaining the life of the product (Jingles, tunes, songs, ads remains in customer mindset).
- Its helpful for revitalization of the product or positioning of the product.

REMEMBER

Communication gives you the strength to
remain in the minds of the customer



Bibliography

- Asian Paints - Har Ghar Kuch Kehta Hai [<https://youtu.be/KdzRjvdK67w>]
- Nirma Detergent & Soap [https://youtu.be/sqifM_7_mgo]
- Nerolac Paints India [https://youtu.be/c7H519_yKfE]
- Dhara Cooking Oil [<https://youtu.be/-H4GWUkdhps>]
- Amul 'Doodh hai wonderful' [<https://youtu.be/NAyW9XGOna0>]
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