



# SCMC VIGYAP

think. believe. create.

Issue 6, June-September 2021



- *Advertisements going viral: a brand's biggest dream or nightmare?*

- *"OMG we're so relatable": brands using accidental celebrities and social media influencers in advertisements.*

- *Does pop culture influence advertising or vice versa?*

- *What's your reference?: memes and pop culture symbols in advertisements*

## ADVERTISING IN POP CULTURE



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We thank the students and faculty members of SCMC for participating and contributing to Vigyap and making it a successful edition.

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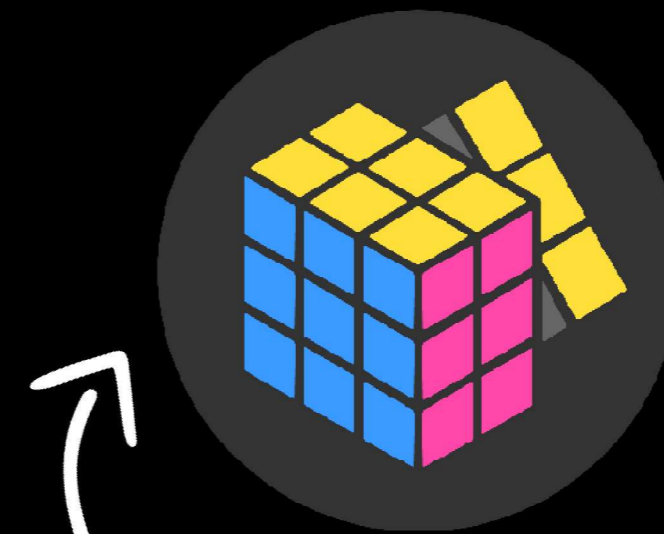
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from our heads, to yours

## FROM THE EDITORIAL'S DESK

By *Shraddha Raghavan, Ashwini Sasikumar, Somalika Chhabra, Samika Lala*

We are elated to have the opportunity to bring back Vigyap, now under the aegis of Batch '22. For an initiative that was launched during the pandemic, the journey of Vigyap been pretty eventful and wholesome. Last year, it served as a platform to unite the batches of '21,'22 and '23 on a monthly basis through its magazine, blog and obviously the league. This year, with a fresh new perspective and a chest full of new challenges, we excitedly bring back Vigyap to you.

This year, we aim at bringing more to the table in terms of fun, learning and challenge. Vigyap is set to mark its legacy through e-magazines and Vigyap week long competition. This time we will be focusing more on building one's portfolio and increasing the competitiveness and creativity of the students. Through various interesting topics and competition events, we plan to create a space for the students to grow and empower themselves to face the challenges in the advertising industry. With exciting new themes and segments in the Vigyap magazine, we are extremely excited to present to you the sixth edition of Vigyap.

We would also like to welcome our new juniors- Batch '24- to SCMC and Vigyap. In the brief interaction we've had, it is clear that there are budding creative minds who have the potential to reach beyond heights to places we've never seen before. The field of advertising is changing as we know it, and new perspectives are a requirement to progress forward. We welcome you and hope to see you participate and interact not only with Vigyap, but with the ad club and SCMC as a whole.

In our latest edition of Vigyap this year, we bring you the theme - "Advertising in Pop Culture" and welcome you to the exciting journey of unpacking and exploring it. With social media at the forefront of advertising innovation, it is no surprise that advertisers are turning towards popular trends and cultural moments to get their messages across. In a fascinating feedback loop, ads themselves have been integrated into pop culture. We have curated for you a selection of informative articles and fun activities and hope that you will enjoy reading and solving them as much as we enjoyed making them.



Made by **Shritama Saha**

If you can hear this picture



Buy this biscuit



Made by **Rhiana Vohra**





Made by Damita Chowdhry



Have a break, have a Kit Kat.®

Made by Manasvini Sekar

# THE DIALOGUE BETWEEN SOCIAL TRENDS AND MARKETING: DOES POP CULTURE INFLUENCE ADVERTISING OR VICE VERSA?

By Somalika Chhabra

Today, our choices are governed by how our favorite celebrities, T.V. shows and movies portray themselves to the audience, and how we perceive them. We adopt their habits and experiences to our daily lives, and choose to live in a world that is heavily influenced by these fictional characters and stories. One would not be incorrect to compare this scenario to hyperrealism where we, as individuals, bring to life our masked feelings and emotions through the garb of our pop-culture fandom. A major credit for bringing upon this shift in our lifestyles can be accounted to the unlimited access to social media and other online channels. Social media helps create an atmosphere where one does not feel an outcast due to their choices

want and not be embarrassed to do it. This amplifies the effect of pop-culture and helps it secure an integral part in all of our lives.

Hence, it would make sense if the audience would prefer their source of advertising to have even the tiniest tinge of pop-culture and entertainment, something they could get a laugh out of or would hold value to them even in the future. According to a study by Magna/IPG and Twitter, brands need to be culturally relevant if they want to grab the attention of consumers—especially those who fall into younger age groups. The study found that 25% of consumers make purchasing decisions on a brands' cultural involvement. This means that a quarter of the consumers want to see brands engage in promotions and marketing that are more pop-culture influenced.

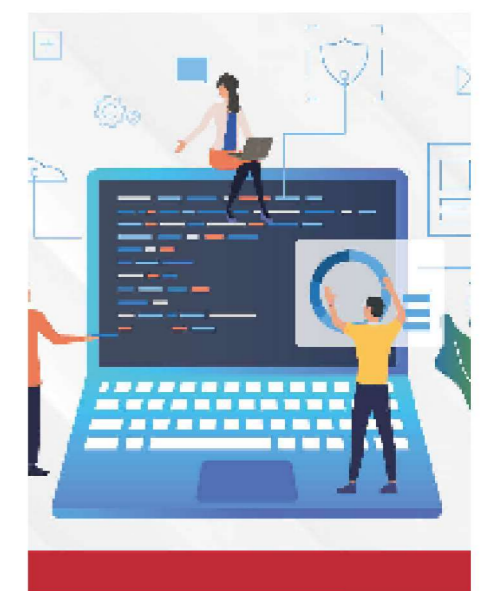
This may suggest that pop-culture has always influenced advertising heavily, but this wasn't always the case. Before the advent of the internet, popular marketing techniques and strategies had a stronghold over how pop-culture was shaped. In the 80s, Nike managed to create a dynamic story that customers identified with, and catered to a specific sub-culture, which began to define the brand. It is said that it is the people that hold the power to bring something into trend and contribute to its mass appeal. But, when Nike launched its sneakers they instantly became a part of the hip young urban culture owing to some smart advertising.

The shoes appeared in extremely popular films like "Do the right thing", "Back to the future", "The Goonies", "Breakin", "Leviathan", and were on posters with icons like Michael Jordan, Spike Lee, Bo Jackson and Arnold Schwarzenegger. In this instance, it was Nike, who through their clever marketing tactics, infused their brand image into pop-culture.

Who's to say that advertising is not a sleeping giant who will once again wake up to affect how the global culture takes shape, and would once again be responsible for iconic moments in the entertainment industry. But, for now social media has propped up pop-culture to be the monolith that influences consumer buying patterns. So, unless there is a jolt to disturb this reverie, this dreamland, where-in the consumers find themselves masking their own aspirations through popular mythical beings they view on the screen, the business shan't change aplenty.



and preferences. There will always be someone who will sympathize and relate to your decision to chase what you



# HOW POP CULTURE ACTS LIKE A PUSH FOR BIG BRANDS AND SMALL

By Paridhi Asija

In the current era, pop culture greatly influences advertising but pop culture doesn't mean JUST social media trends or millennial slangs. Brands also need to be aware and vocal about trends, current social, political and environmental issues, growing lifestyle trends, etc. Brands looking to expand and boost their relevance can no longer deny the value of pop culture. You can give your brand a relevance boost by focusing on dynamic marketing, referring to popular culture and nostalgia, and tailoring your approach according to your target market's unique interests.

Let us go back and look at the brands that rule the world. These big brands craft what we wear, what we buy, how we feel about ourselves, and they have a strong hold on our very lifestyles. Need to search for something? Google it. Thirsty? Have a Pepsi. Need a new phone? Go with Apple. And the list goes on. These brands have inserted their dominance into our psyche, so when we have a need, we think of their brand first as the required solution. The biggest names in the industry like Apple, Google, fashion or magazine brands such as Burberry, Vogue, Louis Vuitton heavily follow pop culture to stay relevant as they depend on popular demand. What campaigns did these brands follow to make their mark in the industry?

1 Apple re-used a famous Beatles' photo at



image credit: Louis Vuitton

a zebra crossing, one of their most successful silhouette music campaigns.

With them endorsing cricketers like

Dhoni and Virat Kohli and catchy slogans like "Har ghoont mei swag hai", and "Pepsi thi pi gaya", Pepsi creates a very interesting and creative persona of their brand.

2.



image credit: pepsi

3. Cred grabbed attention of the people with their millennial music video. And from thereon, it didn't look back and only moved forward. From incorporating Rahul Dravid, Jackie shroff and Neeraj Pandey in their ads, CRED seems to have understood the assignment.



image credit: CRED

Pop culture and advertising go hand in hand now. Nowadays when social media marketing is so much in trend, it has become imperative for the brands to include pop culture symbols and references in their advertisements. Be it slangs, trending songs and memes, movies/web series references or political and social issues, a brand attracts more eyes when it shows to the audience that it is aware, vocal, creative and courageous to talk about it in a way that helps the audience relate

# FILMATISEMENTS



Made by Paridhi Asija



Made by Meghana Nair



Oldspice's advertisement featuring the celebrity's quirky and fun way of communicating the message. From research, companies have realised that they trust these micro and macro influencers on social media especially about the ideas they endorse in their respective field. It was smart of these brands to utilise this opportunity to get these celebrities to endorse their product rather than having a TV commercial do the same work and

yet not answer their doubt and fear of authenticity of the product. The main credit for the success of these brand endorsements lie on the loyalty and connection built by these influencers with their audience.

It's all fun and games for brands to use these meme celebrities and influencers to promote their brand or product until a tiny element is messed up. The whole campaign or advertisement can backfire - so much so that the advertisement itself becomes

a meme. With a well designed thought process and execution plan, the endorsement can create a huge buzz around the brand and product and help create interest within the younger audience. So next time you see a meme celebrity in an advertisement, you can recreate the Leonardo Di Caprio meme yourself by identifying the original meme.

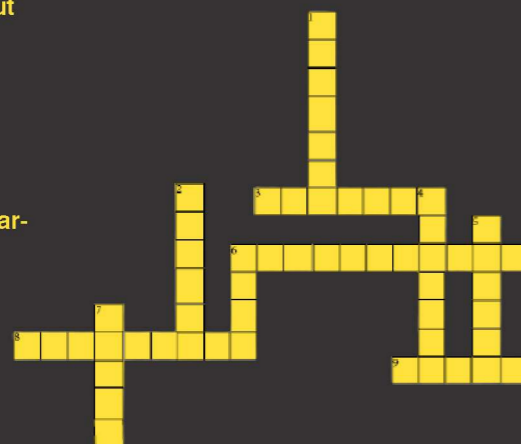


# CROSSWORD

**Across**

**Down**

- 3. deep understanding about something or someone
- 6. advertisements shown during breaks in TV programs
- 8. a famous person
- 9. aesthetic the visual appearance of the company



- 1. a general change or development
- 2. a subscription based streaming service where you can watch movies and TV shows
- 4. social networking microblogging site
- 5. a short and memorable phrase that identifies a product or company
- 6. written text on advertisements
- 7. an element of culture that has been copied and spread through homogenous groups rapidly

to it.

Pop culture's widespread popularity has created a unique advantage for smaller brands looking to boost their relevance. A growing number of businesses and brands are now using pop references to engage their customers and keep their attention amid a sea of ever-changing trends and demands.



image credit: freepik

## ADVERTISEMENTS GOING VIRAL- A BRAND'S BIGGEST DREAM OR BIGGEST NIGHTMARE

### VIRALITY- A DOUBLE EDGED SWORD

By Shraddha Raghavan

Going viral" is the new-age dream in the social media era. From content creators to influencers to advertisers, it is no secret that everyone wants their 15 minutes of fame in the spotlight of social media. Viral tweets, memes, posts, and videos get shared across boundaries and sparks conversation beyond just the original audience for the piece of content. People vie for the coveted spot on the trending tabs of all social media apps for the same reason- in the clutter of content and the oversaturation of information- how do I make YOU remember ME?

Digital advertising has picked up an immense amount of traction in recent years, and perhaps one of the most coveted things for advertisers is for their ad to go viral. After all, what would be better than the entire inter-

net talking about your ad and product?

While there have been many viral ads, it would be remiss not to mention Cred's "Great for the good" ad featuring Rahul Dravid. The 30 second ad featuring the "angry" cricketer took the internet by storm, hitting a million views in the hour it was posted on social media. The team behind the ad, despite being the ones who created it, were taken by surprise by the overwhelming response. It even garnered responses and references from other brands trying to take advantage of its virality. It was clear- people were hungry for every aspect of this ad, and it got them talking about Cred. This was the ideal scenario, the dream of every client and marketer alike.

But for brands like Fem/ Dabur and Tanishq, the dream of virality has mor-

phed into a nightmare. They are not alone in this- many ads have been determined as "controversial" over the years due to the nature of the content of the ads. However, at this moment, it is easier than ever for controversies to take the stage on social media, resulting in brands getting flak from tens of thousands of users. These conversations also influence those who haven't interacted directly with the ad, making more people aware of the negative brand image. It is clear that virality is a double edged sword- more conversations mean more people know about you, for better or for worse.

It can be comforting to believe that virality is random, but that isn't entirely the case. Pop culture and rising trends are often drivers of the sen

timent of the crowd. After all, brands advertise to people, and people drive the algorithms of social media. A mob has a fickle mind, and virality isn't always guaranteed, whether your ad is a masterpiece or not. Hence, it is important for brands to be

mindful and have a finger on the pulse of the majority.

In the end, while virality sparks conversations, it should never be used as a measure of quality for an ad. Being aware of one's audience in today's social media landscape will benefit the brand

regardless of its potential to grow viral. However, there is something to be said about bad publicity still being publicity. With growing polarisation in people's mindsets, it may be worth leveraging negative virality to a brand's advantage.



image credit: CRED

## THE AGE OF INFLUENCER MARKETING

By Samika Lala

**The rise of influencer marketing and how it has opened new avenues for connecting advertisers to their audience**

There has been an undeniable rise in what we know as "influencer marketing" in the last few years, especially during the pandemic. A couple of years ago, it would strike as odd if you heard that someone sitting in their living room is convincing thousands to try out a brand or product, but today it is not quite as shocking. This has also opened up new ways for brands to connect with their audiences and, in turn, generate more sales.

We have seen celebrities selling us products, but with the rise of influencers and influencer marketing, we see a whole new way of advertising. This has not only opened up new avenues for advertisers to reach their audiences but has also turned into

an entire industry in itself. Being an influencer is now a full-time job, and influencer marketing a part of it.

The industry is growing every day, and according to Business Insiders Intelligence, it will be worth \$15 billion by 2022. Research by eMarketer also indicates that 84% of companies are leaning towards launching influencer marketing campaigns, while 81% of the companies deem this form of marketing to be quite effective.

While scrolling on almost all social media platforms these days, we are met with at least one promotional video of a brand, product, or service. Companies resort to influencer marketing for various reasons, one of the main ones being that they know influencers have

a loyal following. They know that people are more likely to buy a product if someone they trust or someone who is "relatable" sells it to them as opposed to the brand directly selling to them. In this way, brands can push forward their advertising through an influencer specialising in a certain kind of content that matches their products and/or services.

This form of marketing is also hugely beneficial for smaller companies and brands, increasing their visibility and raising awareness about their store and products. Both small and big brands also gain by being able to share testimonials or reviews given by influencers which make their brand more credible to customers. Brands are also able to pro-

vide promotions through influencer marketing which in turn increase their sales.

There are a lot of examples of influencer marketing in recent times. The brand endorsements that all our favourite Youtubers do are part of influencer marketing. The same is the case with any brand endorsements done on Instagram and other social media platforms.

In this way, most brands and businesses, big and small, have adopted influencer marketing into their advertising strategy. They have opened up new ways of connecting with their customer base and even attracting new customers through it. It is a lucrative field and is believed to grow exponentially in the coming years.

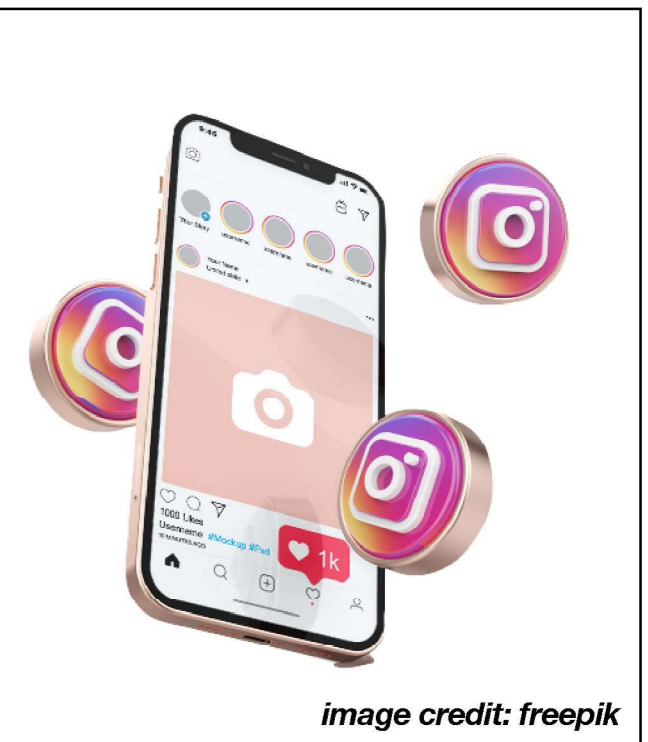


image credit: freepik

## HOW HAVE INFLUENCER MARKETING AND ACCIDENTAL CELEBRITIES OPENED NEW AVENUES FOR CONNECTING ADVERTISERS TO THEIR AUDIENCE?

By Ashwini Sasikumar

The sphere of the internet today has changed from mere search engines and emails. It's now a global community that is connected on different platforms and where thoughts and information is free flowing. It is now the means to consume media and influence of other people are weighing a lot on personal life.

One of the most fun and interesting products that came out of the internet is memes. What was just some media content that was so interesting and funny that it was circulated among groups of people, now has turned into a culture called 'meme culture'. From Facebook memes to accidental celebrities rising from these memes, this kind

of media content has etched itself in the history of pop culture.

Today, brands have a goal to get younger audiences such as millennials and Gen Zs to be interested in their brand. This is because they have also become involved in the market, analysing and purchasing products based on value and style. Brands have an urge to portray themselves as a company that is modern and up-to-date if they have to achieve attention from this set of audience. There is a need to be relatable and smartly enough, they use accidental celebrities and influencers to get the job done.

Meme celebrities and influencers are used in advertisements as they have a huge

fan base and a concentrated audience that is also the target audience for that brand. From Charlie D'Amelio in the latest SuperBowl ad to the long list of influencers and quirky celebrities like Brittany Tomlinson, Amanda Cerry and Zachary King, brands ensure that they are authentically more connected to the millennials and gen Z.

Not just in TV ads, brands use the power of micro influencers and celebrities in their social media advertisements. Brands expand their digital ads and endorsements on YouTube, Instagram, Facebook, Twitter, TikTok and other platforms. It was not too surprising to see the 'dude-withsign' appear in