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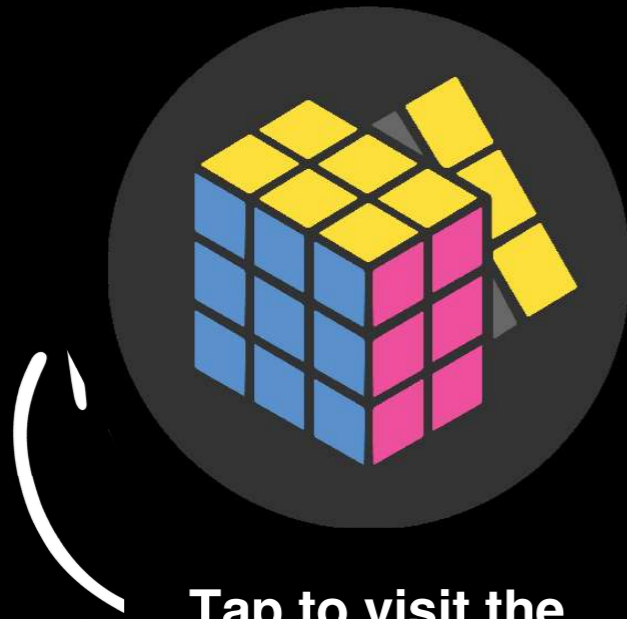
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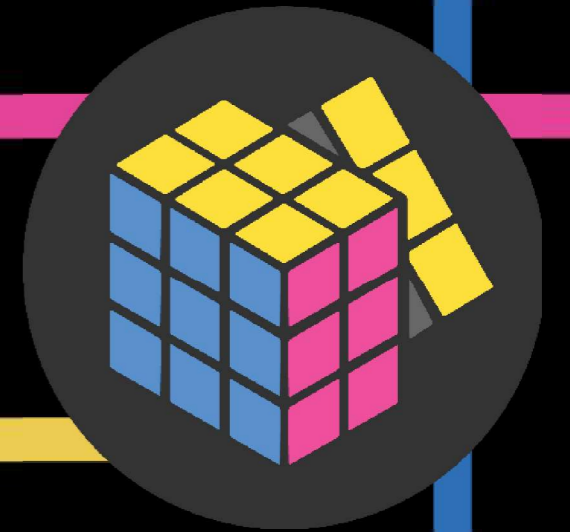
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Magazine designed and published by the students and faculty as part of the experiential learning process at SCMC

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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.

Issue 07
October 2021 - January 2022

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A publication of Symbiosis Centre for Media & Communication (for internal circulation only)

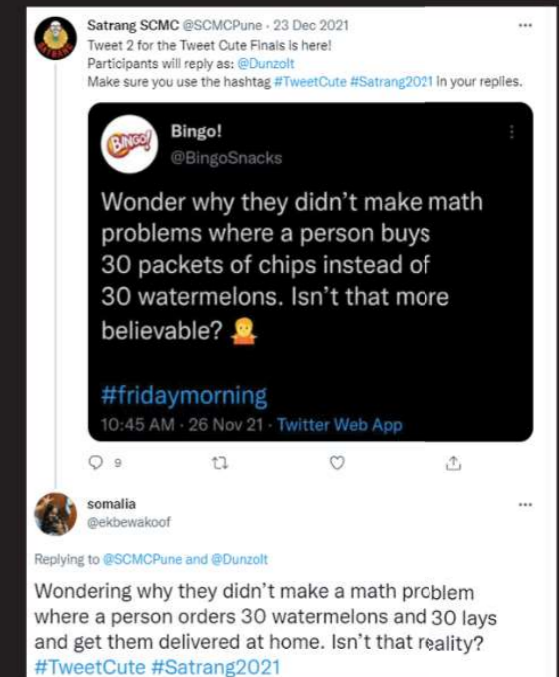
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Cover Ideation: Meghana Nair & Vidhi Agarwal, Cover Illustrated: Vidhi Agarwal
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TWEET CUTE WINNERS

We have all been amused, entertained and fascinated by the brand conversations on Twitter. So for Satrang 2021, we gave a people a chance to experience what it feels like to be a social media manager and the thrill of going viral. Here are the best ones from the event!



MOBILE-CENTRIC ADVERTISING

By Shraddha Raghavan

A mobile phone is an essential part of almost everyone's lives today; hence, it is no surprise that marketers have taken a particular interest in these devices- after all, the best way to reach an audience is to meet them where they are.

Within the last decade, there has been a population boom, an increase in the disposable income of this population, and faster-paced lifestyles. These changes have brought about a progressive shift towards designing interfaces for mobile- from websites to apps to social networking sites- all platforms frequented by a majority of the world's population for various reasons.

Focusing on one of these fields- social media- can give us an insight into a watershed platform for advertisers. What was once just a place for connecting with others has now become a marketplace where consumers and brands interact daily. Social media ads have taken a life of their own, with copy styles shifting from information-based print copies to quick, bite-sized social media copies. Bright colours, catchy visuals, short and creative phrases, funny videos, and even celebrities are some tools that are used by advertisers to quickly grab the attention of users who are scrolling down their feeds at a rapid pace.

There is an apparent feedback loop between the consumers, brands, and social media platforms. Based on consumer trends, social media platforms introduce new features that gain popularity, and brands use these features to connect with the consumers, making them popular.



One of the most striking examples that jumped in favour within the last three years is TikTok- a social media app that allows users to make short videos. There are many features on the app, like adding text, live captioning, music, green screen effects, and much more. This format was adopted by Instagram who introduced Reels on its platform. These tools are immensely popular with both brands as well as their consumers.

It is important to note that social media platforms are a significant subsection of mobile marketing.

Brands have to keep up with trends like Reels to connect with their consumers and feed the algorithm. Unsurprisingly, even the industry has shifted towards these trends to stay relevant. Brands must be mindful of their image and target audience while partaking in these trends.



Image Credit: Admixer

FROM OUR HEADS, TO YOURS FROM THE EDITORIAL'S DESK

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

We are excited to bring another issue of Vigyap to all of you! We are thankful for the kind reception of the last issue and eager to show you what we have in store for you this time. Vigyap, in our minds, is truly proving to be a platform where all the batches of SCMC are eager to display their advertising prowess.

In the time that has passed since the last issue, Satrang, SCMC's first online inter-college fest, has been conducted. There were a number of exciting and interesting events held, and the Advertising Club was proud to host Did Ya Catch That Line?- an ad filmmaking contest, and Tweet Cute- a social media-related contest. It was heartwarming and inspiring to see the outpouring of creative talent our students displayed. Some of the top contenders of Tweet Cute have been featured in this issue to highlight the upcoming mobile-savvy advertisers of SCMC.

This leads us nicely to the theme of this issue- Mobile Centric Advertising. With over 6 billion smartphone users in the world, the way for any brand to reach their audience is through the screen in their hands. How well do advertisers know this platform, and are they able to make themselves stand out through the clutter?

Vigyap is here to bring you an insight into this extremely popular topic. We are also proud to announce the featured article in this issue written by faculty member Rugved Khante.

We hope you enjoy this issue just as much as we did making it.

ADVERTISING TRENDS IN A MOBILE-CENTRIC SOCIETY

By Rugved Khante

With the increased proliferation of cheap data and affordable smartphones, the no. of internet users in India has gone up exponentially at over 800 million as of today! 525 million out of this are from rural India. Nearly 200 million users were added in the last 2 year alone. The infusion has come in massively from the bottom of the pyramid in smaller towns from a generation, which has jumped past laptops and desktops.

Sheer numbers and usage patterns indicate three trends for advertisers. These have been increasingly spoken about in recent times. The 3 Vs – Voice, Vernacular and Video.

In the coming few years, these three would feature in dominant way brands communicate with their audiences. Let's look at each one:

Voice – Alexa, Google Voice search have proliferated urban India. However, especially for Google, their real growth for voice usage would be from the hinterland. They are therefore investing heavily in promoting voice based search. For people not comfortable with typing, speaking to a machine to find something is a more comfortable option. When the big tech invests in bringing about a change in user behaviour, they will ensure it bears fruit, one way or the other! FMCG penetration in rural markets is a well-documented example. Tech giants know they can influence existing user patterns to bring in transformation of user behavior which works to benefit both - themselves and the masses. As more users flock to voice searches, it presents an incredible opportunity for brands to align themselves to favorably be present in some form just at the opportune moment. We are about to witness a massive transformation in the way we consume information and brands are at the crossroads to leverage the same.

Vernacular – There is no doubt that the future of content consumption will be localized. The One size fits all YouTube era might not be behind us, but the signs are ominous

from the next crops of digital content consumers. With 40+ OTT and a plethora of regional text content platforms catering again to every section of the audience, going local is the way for brands. It is not just the content factories pushing studio productions, UGCs are increasingly from smaller towns having small yet committed followers. Micro influencers are the modern-day chieftains, armed with palatable content. Brands are already excited as micro influencers have more genuine followers than top celebs buying off likes. Customized and localized branded content is the way ahead. We can already see glimpses of it from brands from newer categories like Fantasy League and Crypto trading apps

Video – Let's face it. People no longer read the way they used to. Tiktok, InShorts and the likes have further shortened attention spans. Engagement of all senses coupled with click baits is where the eyeballs are. Most advertisers fulfil their digital marketing KPIs by allocating over 70% of their budgets on YT and FB video ads. Maximum consumption of these platforms is from cell phones. This will continue to grow and brands along with the platforms will have to invent ways to create space for themselves in a non-intrusive manner. Users are waiting for the 5 seconds to be over in order to skip the ads. Formats have to evolve, and this is where pull factor of influencers come in the picture as compared to Zomato pushing their offers down your throat in a skippable 5 second commercial!

Exciting space for sure for all stakeholders. Hopefully, this will turn out in favor of all concerned and not just the dollar hungry silicon valley giants!



3. Product Teasers

Brands nowadays release teaser videos before launching a new model in the market to cause anticipation amongst consumers. They hype their upcoming model through creative videos, challenges and collaborate with popular celebrities and influencers. Adding the touch of suspense and wait ensures that the product is familiarised to the consumers even before its launch.

Companies often reveal a brief look of a new smartphone model to announce its launch in the market.

4. Educational/ Explainer videos

Educational and explainer videos are a great forum used by brands to educate the consumers about the multiple use of their product. Answering FAQs or uploading a behind-the-scenes video not only boosts customer's confidence but also add value to customer's experience of purchasing the product.

Digital space has various methods to advertise online. Yet short form video rules the game by churning out huge content each day. However, the flip side is that anyone can create videos and brands may fail to reach their audience in content overload.

Social media has become a significant part of our lives and these trends are a major source of one's digital consumption. Brands can either have their customers grooving on their latest challenge or bore them with another traditional ad.

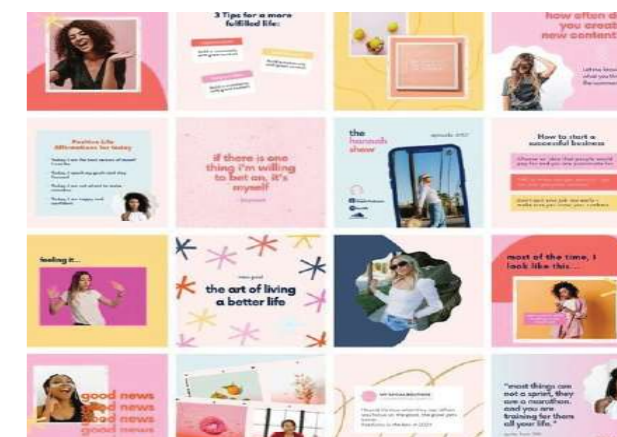


Image Credit: Google images

JUST FLIP IT

By Damita Chowdhry



ADVERTISING TRENDS IN SOCIAL MEDIA

By Palak Mittal and Kashish Nagwani

Have you danced to the new Instagram reel trend? How many short videos do you binge watch daily? Did you also break a Kitkat during your office break?

The digital world has penetrated every part of our lives. Whether it is online meetings and classes to virtual gatherings, social media is our new normal. The pandemic provided many small businesses to flourish online and now the big brands and companies are also using this medium to promote their merchandise.

Social Media platforms harboured the viewer's dropping attention towards trendy challenges, lucrative offers and catchy ads. Short form videos became instantly popular during the Pandemic where the user engagement touched peaks on social media platforms. Moreover, social media advertising provides freedom to produce hard-hitting, relatable videos that get to the point, without the overhead of creating more in-depth content.

So how did brands boost their user engagement?

1. Brand Challenges

When short-form videos first gained popularity, it was through viral content based on dances, songs, and sounds. Brands joined these challenges to gain a burst of traffic, build community and engage their audience. Pushing the traditional boundaries of advertising, these brands indulged in creative forums to generate consumer excitement.

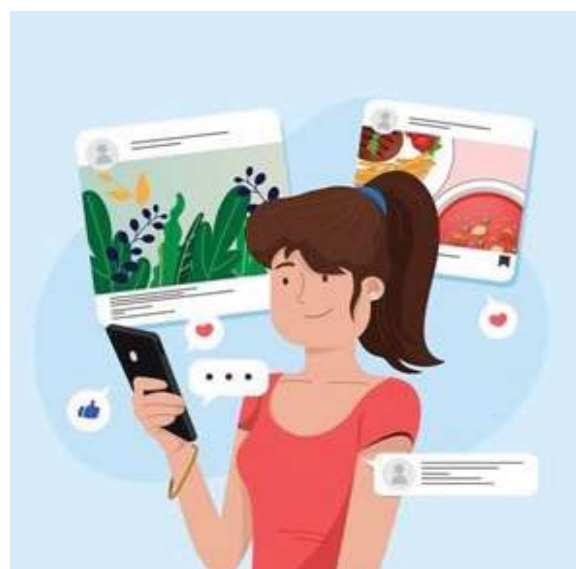


Image Credit: Google images

For example- Samsung, sought to promote its Galaxy A32 by launching the #powerAwesome

challenge. People were invited to upload TikTok videos showing how they creatively use their Samsung phone's features. Those who participated in the first 48 hours stood the chance to win a new Galaxy A32 phone from Samsung. By making use of such challenges, they were able to increase page traffic along with product sales.

2. Influencer Marketing

Brands often collaborate with Influencers who own a huge social media presence.

These influencers create specialised content on a particular niche. Brands can easily target their audience and promote their product through them. These influencers provide detailed descriptions of the product and inform them about its various uses and benefits. Since they have a reputation of their own, their followers trust their opinions. Therefore, a quality review from such authenticated sources has a better scope of promoting sales and building brand trust.

Many fashion influencers such as the Boho Girl and Sejal Kumar often collaborate with brands and promote beauty and lifestyle products on their channels.



Image Credit: Depositphotos

ADVERTISING TRENDS IN A MOBILE-CENTRIC SOCIETY

By Ashwini Sasikumar

With the sudden move to online platforms during the pandemic, normal lives have become translated merely through screens. Right from work to entertainment, people's eyes are glued to their screens. People have also grown to be annoyed to see ads everywhere that they have chosen tools like AdBlockers. This phenomenon called the marketers and advertisers to strategize and change their channels of ad placeholders.

In recent times, the mobile industry has grown faster than ever which has led marketers to target the right customers at the right place and time. Mobile advertising has evolved from simple video ads to more personalized, engaging, and fun advertising. For example, with the sudden boom of mobile games, advertisers utilize the opportunity of reward advertising to get the audience's attention. Most e-commerce sites and stock trading apps advertise through gaming applications. These reward ads are implemented on both multiplayer and social games. Reward ads are flexible, making advertisers believe that it is effective

Advertisers analyze user data, preferences, and behavior to understand their likes and product inclination. According to their analysis, they put out the ads that are best suited through various touchpoints, mostly social media. Through customer preferences, advertisers also utilize user-generated content. The target audience creates brand-related content and posts it on dif-

ferent platforms. These advertisements are trustworthy and relatable, making people engage with these brands more often.

Location is another major element that mobile advertisers focus on while targeting the right audience. Location-targeted mobile advertisements serve ads to consumers based on their location. These advertisements are implemented with the help of Bluetooth technology. Millions of investments have been made in location-targeted mobile advertising as it is an effective way to reach the right people. Through location-targeted ads, consumers' needs are met on time along with cutting down a lot of marketing noise.

Another set of mobile advertisements that have been trending recently is shoppable ads. These are ads where the brand enables to tag products on the ad itself so that the viewer can hover over the ad for more information or direct link to the brand/product website. These can be widely seen on platforms such as Google and social media platforms like Instagram and Facebook.

With a channel that has prominent practicality and cost-effectiveness, mobile advertising has been on the minds of advertisers as one of their main focuses. It provides positive results, quality success, and has higher conversion rates. With the increase in flexibility and creative pool available, mobile advertising can be seen to flourish with new trends and strategies.

INCENTIVE BASED ADVERTISING

By Somalika Chhabra

I remember when I used to play Clash of Clans, I experienced its reward system switch to incentive-based advertising, and if watching ads meant i could get more powerups, why wouldn't I take time out to do it? Time doesn't cost money, so it's basically free, right?

Incentive-based marketing is the action of offering rewards to customers, usually in the form of competitions, gift cards, giveaways or loyalty points, amongst others. These are designed to drive customer engagement and show that the business values the custom of its patrons by giving back to their customer base.

When I used to play Subway Surfers, the extra lifeline I received from watching an ad after I died was just the extra push I needed to get my high score and beat the leaderboard.



Image Credit: Google Images

On the TV show Maniac, in a dystopian parallel world, we have ad buddies: a form of payment for when one doesn't have money in which people who are ads accompany you while you are availing the product/service.



Image Credit: InternetGold

It seemed like the perfect metaphor for the mobile gaming experience. If I don't have money, I can always make the purchase with my time, my attention, and ultimately, with my cognition, when my mind blurs into a simulation, one without limitations or consequences, where ambition can achieve anything and promises are false interpretations. This was my experience being inside the simulation for days that felt like weeks that felt like years inside the simulation of the game. It was so easy. Players could literally outperform each other based on how many ads they were willing to watch. The reward system changed, it went from skill to simply spending time, and all it took to get better was to watch more ads, get more power ups, get more powerful.

This kind of reward base creates divisions, both within players as well as publishers. The hierarchies created within the professional players and the amateurs and newcomers just keep expanding since the incentive based reward system finds more incentive in maintaining a gap between both parties, so they strive to fill it, rather than bridging the gap itself. The same goes for the game publishers; regardless of their ethical standpoint on the effect incentive based advertising has on the user, they have to employ the tool if they wish their game to grow, it's the only way to stay in the competition. The system rewards only itself, deceiving the lies in it as lives.

THE FUTURE OF INTERRUPTIVE ADVERTISING

By Samika Lala



As a kid, watching television meant watching advertisements. As the show or movie playing on t.v was reaching its climax, we would be led away from it and towards a commercial showing a detergent or something of the sort. We did not know it then, but this was interruptive advertising in its most basic form.

Interruptive advertising or interruptive marketing is any advertisement or commercial which appears in the middle of something that one might be watching or doing. Any such marketing makes us stop our work and divert our attention towards the product or service being advertised. It is inherently attention-grabbing as people, most often, do not have an option but to watch any commercial which is presented in the form of interruptive advertising. In recent years, interruptive advertising has entered our lives in many different ways. From the unskippable ads in the middle of YouTube videos to Spotify ads asking us to upgrade to the premium subscription, interruptive marketing is everywhere. Not only this, ads that come on while playing mobile games also count as interruptive advertising.

Commercials commonly are “annoying” to the regular public, and it is only common sense that they will find advertisements that they do not have the option to skip even more “annoying.” However, there might be cases where interruptive advertising does more good than harm. Retargeting, brand building, and content promotion are three areas where interruptive marketing usually works better than other advertising forms.

However, this form of marketing is on the decline. Marketers are not gaining much from this form of advertising because it involves holding people's attention against their will. This is seen even statistically. For

example - TV ad sales have been declining since 2017, and an approximate 12 percent decline in revenues from TV ads was seen in 2020.

There are specific reasons why interruptive advertising is on the decline. This form of advertising does not care for the user experience and therefore is being abandoned by many marketers as user experience is crucial in today's world. This type of advertising also does not encourage conversation between the marketers and the targeted audiences. Thus, it cannot engage with the audience, which is a significant disadvantage, especially in the day and age of social media and advertising on social media where conversations are made so easy. Finally, there is almost always a lack of authentic content in interruptive advertising, which is why it is being left behind.

Thus, it seems like interruptive marketing will still stay, but it is not what everyone will be talking about in the upcoming days. Unless, of course, it makes an appearance in the Metaverse in a new form.

