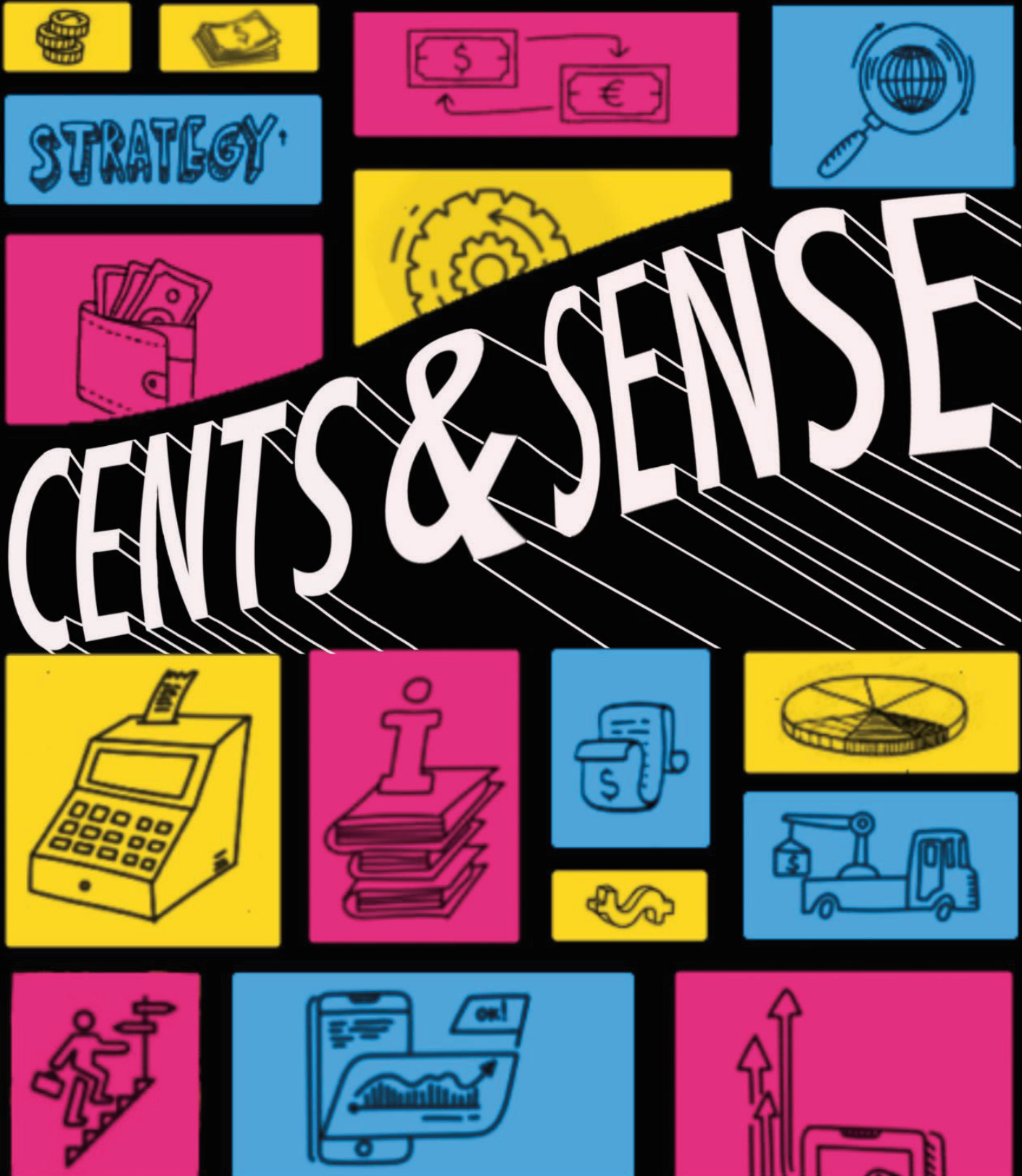


SCMC VIGYAP

think. believe. create.

ISSUE 8, 2022



CENTS & SENSE

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VIGYAP

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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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FROM OUR HEADS, TO YOURS

FROM THE EDITORS' DESK

By Kavitha Iyer

Vigyap, an initiative that was started in the pandemic is now offline for the first time ever with Batch 2023's pilot issue. (line about vigyap) We are ecstatic beyond compare and hope you can thoroughly enjoy yourselves with the upcoming magazines, blogs, podcast and league we have planned for you. With this latest issue of the magazine we bring to you the theme of 'Cents & Sense'.

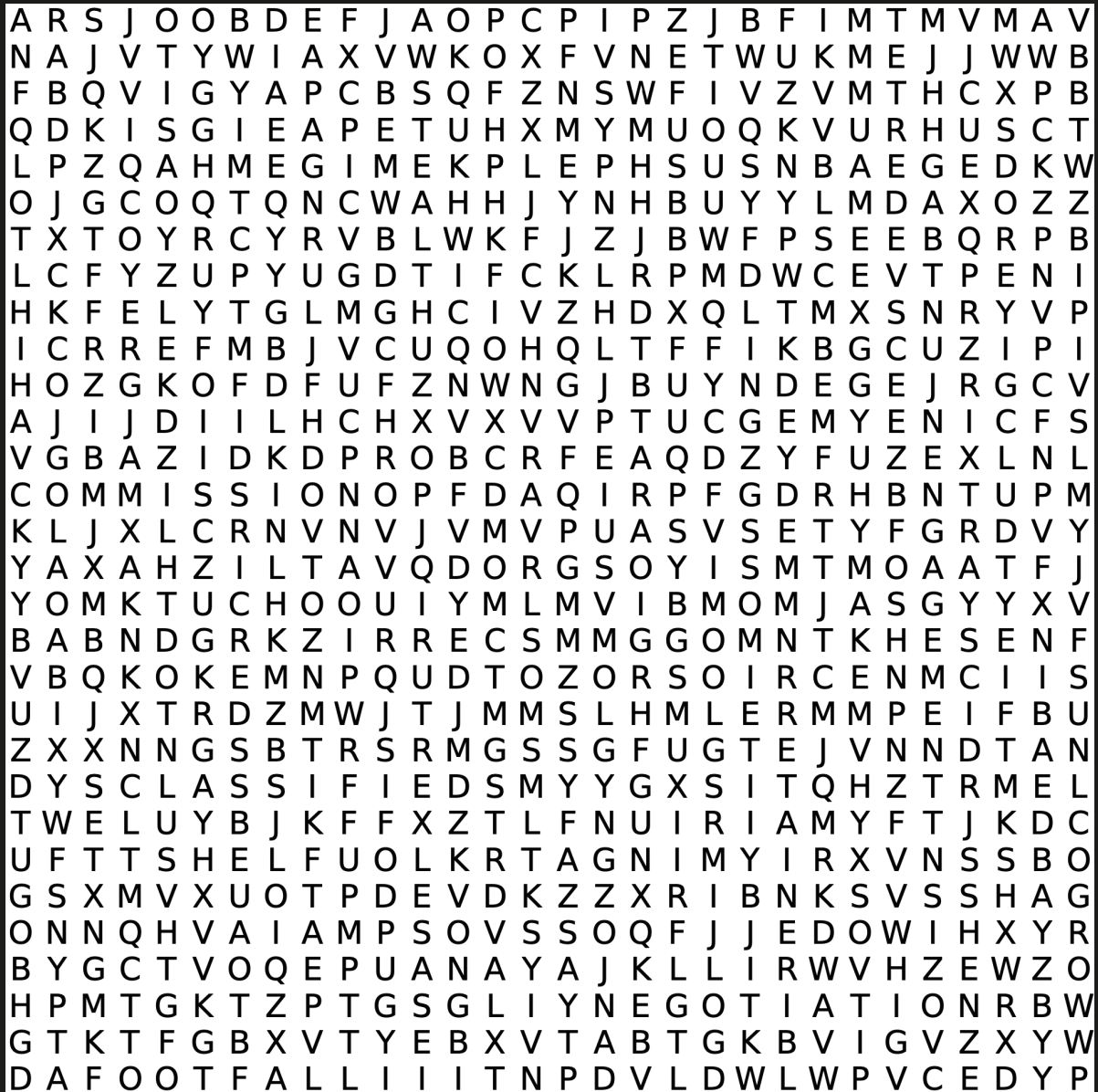
The advertising profession is creative in nature, forcing everyone to talk about it from that perspective. But to actually put this creativity into execution, we need a lot of resources, mainly Money. The Advertising industry in India is currently valued at over Rs 670 billion, and how such a creative-led industry makes sense of its cents is what we aim to uncover.

For instance, have you ever wondered how an advertisement is priced, how much a brand pays every time you click on an advertisement, or how much money is spent to feature a product in a movie?

With this edition, we will dive deep into the role of money in the advertising industry and explore the ins and outs of the financial side of the workings of stealth advertising, how brands make money, and many more. All this not just through articles but through candid interviews with professionals in the industry, comic strip scenes, puzzles, games, and much more.

We are also proud to announce the feature article written by professor Rugved Khante.

CROSSWORD



- When someone interacts with your ad and then takes an action that you've defined as valuable to your business.
- Estimate of a company's promotional expenditures over a certain time period.
- A predetermined fee used to remunerate an advertising agency for services previously rendered.
- The best advertising magazine in the world.
- An action/s taken by consumers if they find a connection with the advertisement or the brand OR The most crucial marketing objective for all brands, be it digital marketing or offline, they all desire it.
- Type of advertising in which something is discreetly marketed, without the viewer's realisation.
- A legally binding agreement between an advertising agency and a client to work together (generally long-term) under certain conditions such as a fixed budget and stipulated period of time. In this case, the agency is listed as the brand's official advertising agency.
- The frequency of people visiting a particular store or shopping centre.
- When two or more parties discuss back and forth to reach a desired outcome in case of a conflict and involves some compromise.
- Guess the tagline: Navigate Your Next.

GROWTH
METRICS

FOOTFALL
COMMISSION

VIGYAP
INFOSYS

SLEATH
CLASSIFIEDS

ENGAGEMENT
CRED

BUDGET
RETAINER

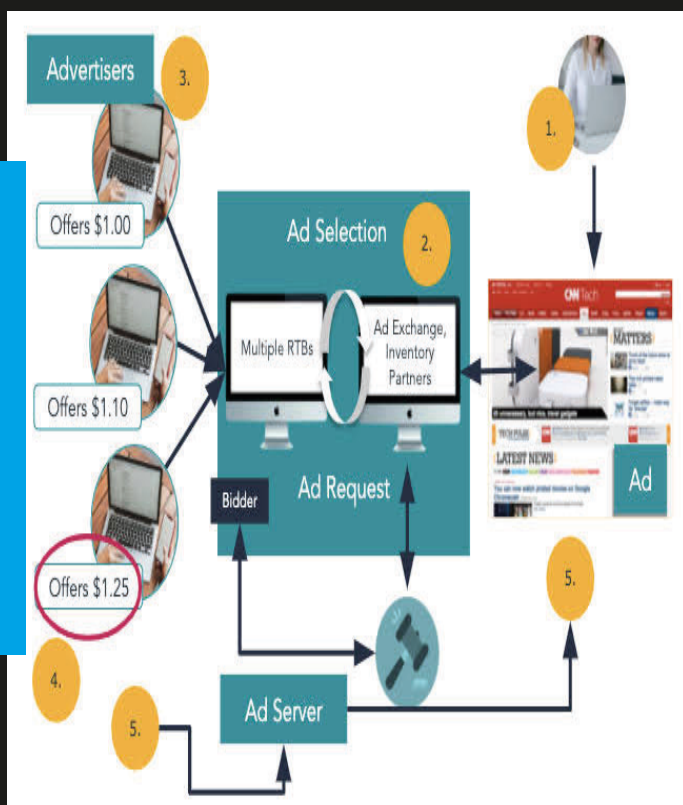
CONVERSION
NEGOTIATION

PROGRAMMATIC ADVERTISING

By Rugved Khante

Auction driven automated Media buying is Programmatic Advertising (PA). With the Big Tech garnering nearly 70% of all digital spends, tools and strategies adopted by them eventually becomes the industry norm. PA flourished with advancements in the Ad-Tech space and increased adoption of the easy-to-use self-serve advertising solutions offered by Google and Meta. Other Publishers, big and small slowly too began the inevitable shift and today almost all standard inventory across platforms in display, native and video can be bought programmatically. Primarily, there are four options in terms of Ad buys suiting the need and objective of the advertiser – Programmatic Guaranteed, Preferred Deals, Private Marketplace, Real-Time Bidding.

From the publishers' perspective, this automated monetization has had its benefits, especially for the smaller and lesser-known ones who did not have a dedicated revenue team to fill up their ad spaces with brand presence. For the biggies, PA was relegated to remanent/low quality inventory which commoditized their audience leading to devaluation. Brands looking for cost-effective, hassle-free advertising solutions were early adopters of PA in India. Big spenders preferred dealing directly with platforms and publishers.



DSPs and SSPs sprung up along with aggregators, Trading Desks, Ad networks, each bringing slight value addition to hook brands' dollars. For advertisers, PA brought more transparency to the media buying process and the freedom to pick and choose placements and portals rather than blind bundling of inventory packaged by Ad Networks. Over the years, PA became more mainstream and currently commands over 50% of all digital media spends in the US. While direct ad spends are currently preferred in India, the share of PA is expected to rise from the current 40 odd percent.

Largely, PA has benefited all stakeholders, however, it's merely a sophisticated tool for Media Buyers. Advertisers are more excited by the novelty and virality appeal of Influencer Partnerships, Memes, NFT Auctions, Social Commerce, AR Filters, own Metaverse platforms and the likes. PA no doubt has been the buzzword and marketers have seen its utility, but they are now seeking the 'wow' factor elsewhere too. PA is the bread and butter which will drive the ROI initiative for brands, but they will continue to seek newer avenues to enthruse their audience in their quest for quality association.

FREE PRODUCTS, THE FUTURE OF ADVERTISING?

By Ayush Malhotra

Even though Advertisements might seem like the number one enemy of consuming free content right now, they may just be the reason consumers get products and services for free in the future. In the current scenario, users are expected to sit through ads if they wish to consume the content for free or pay to get access to ad-free content. Either way, the brand makes money through the advertiser or the consumer. Until now, this model worked with only web-based services and online content. But what if the same thing can be replicated for a product? A product whose potential target market is the entire globe. Can advertisements now make products free for consumers? Let's have a look.

FreeWater is a startup based out of Austin, Texas, and is the world's first free beverage company. It utilises premium spring water as a new type of advertising medium while prioritising philanthropy and sustainability. The product is environmentally friendly and BPA-free, and it is paid for by the advertisements printed directly on the aluminium bottles and cartons containing the water.



It's like a mini billboard in everyone's hands. Consumers can simply go and pick up as many bottles of Free Water as they want without having to pay a single penny. Advertisers, in turn, can use FreeWater's physical packaging to connect QR codes that consumers can scan to collect coupons, watch videos and breaking news, order food, take surveys, register to vote, download music, movies, TV shows, video games, and software, Augmented Reality, and more.

FreeWater's strategy is a masterstroke in advertising. Their product and price combination hits the nail on the head. It's the dream combination of a product that everyone needs and a price that everyone is willing to pay, that is, free! It is effective and at the same time very non-intrusive, unlike the ads we see while consuming content. This move by FreeWater has opened up a whole new world of advertising possibilities for brands. Brands can now look to utilise different products as advertising space and can come up with more creative and non-intrusive ways to advertise their products. Looking at what FreeWater has been able to achieve, it is safe to say that a world in which products become free for consumers, doesn't look too far-fetched.

A BREAKDOWN OF THE BUREAUCRATIC PROCESS OF A CAMPAIGN'S FINANCES

By Sirisha Nag A P

An advertising agency is a business that plans, creates, and manages brand advertising services. A campaign is a designed strategy carried across different platforms with a big idea in focus. It is generally carried out to meet marketing communications and/or business performance objectives.

Most of us in the advertising industry aspire to work at an agency someday. Days are spent looking for new opportunities, listings, and referrals, and you're left completely disoriented and confused when you finally get a chance at it. What is your role? How does this entire process work? Who pays for all of it, and how do they pay? And a million other questions linger in your mind.

Even if you have the slightest notion of the creative process, you are left wholly bewildered about the money side of all of it. Campaigns must be run; retainers must be held intact; production houses and vendors must be paid off, and we're talking about budgets involving millions of rupees.

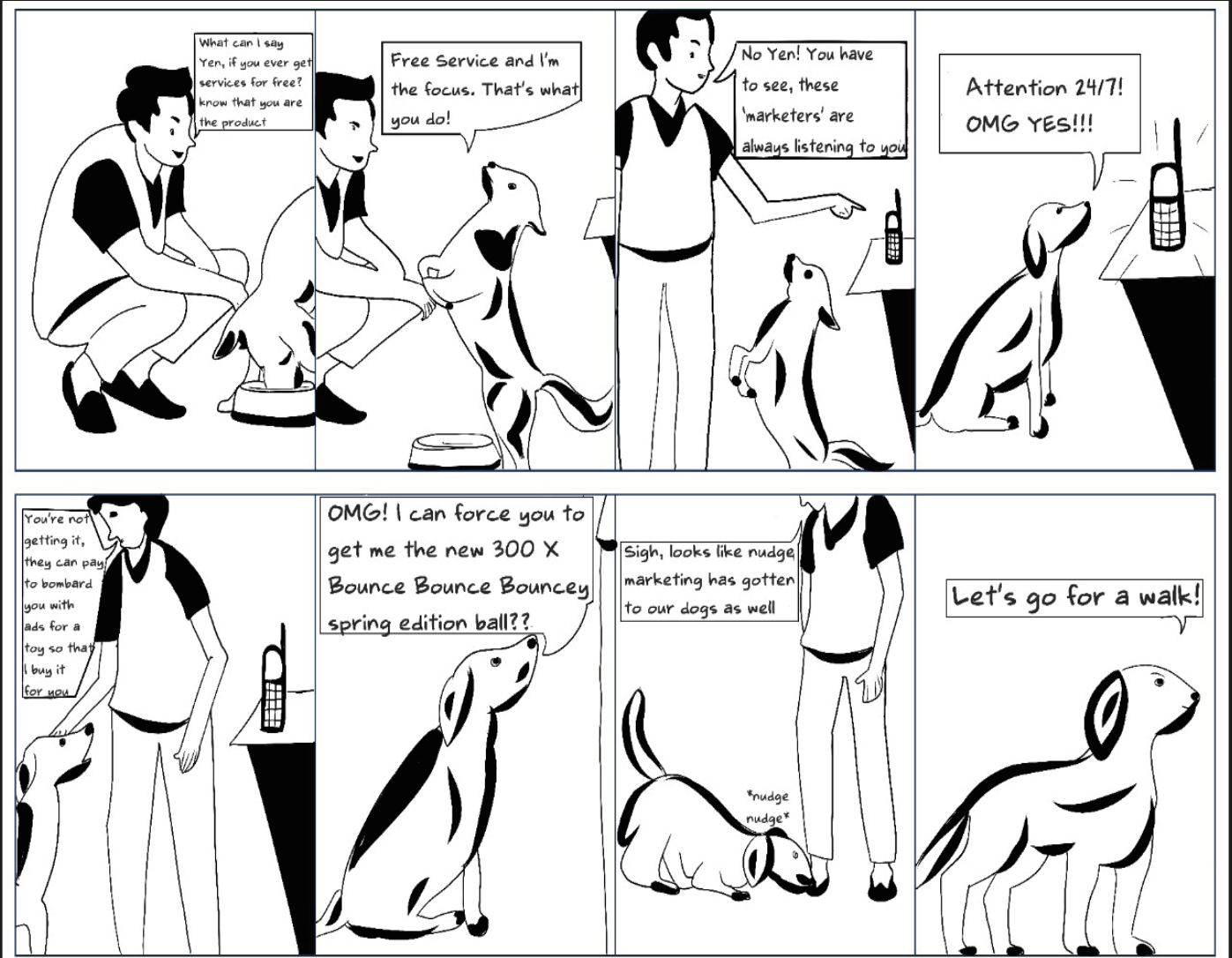
So let me break down this side for you in two cycles. Client, Agency, and Vendor are the three main organs involved in the process. The client is the stimulus of the process as they give their requirements to the agency. An agency acts as a mediator and has two teams involved: the account management and the finance teams. Vendors can be production houses, influencers, voice-over artists, and celebrities who provide services to the client.

The First Cycle begins when the client gives a brief to the agency that cracks the concept note (account management/planning and creative teams). The agency provides this to the vendor, who sends back a Quotation. After negotiating the cost within the agency's internal team and vendor, the agency's account management team raises a Job Requisition Form (JRF), including Vendor Quotation with the Finance Team, who then process it, adding a 10-25% Supervision Cost and gives an Estimate. The account management team then sends the Client a Delivery Sheet: Estimate, Job Description, and Total Cost (with Tax and Supervision Costs included). The Second Cycle begins when the client gets a



delivery sheet and creates a Payment Order (PO). The Agency sends a Release Order (RO) to the vendor and gives the Client an Invoice to pay the Agency. The account management team then notifies the Finance Team of the payment, who then processes it and pays the Vendor (either the advance or the total amount). The Vendor sends the final asset to the Agency to review it. And finally, the Agency delivers it to the client.

A complicated process as it is, here are some suggestions for you; make sure you, as a part of the agency, send payment reminders via email to document it constantly. If the production is being done internally, don't add Supervision Costs if they are already there. Don't forget to charge Supervision Costs for every payment that must be processed to save documentation work later. If I haven't emphasised enough, documentation is an integral part of this process. You don't want to be liable for inefficiencies and end up paying millions of the campaign budget out of your pocket. All the best for your journey out there!



Written by Aryan Krishnan, Illustrated by Vidhi Agarwal

Advertorial

The Baap of Instant Coffee

COFFEE RUSH
EFFERVESCENTS

Green & Roasted
Coffee Beans

Fastest

Easiest

Healthiest

COFFEE RUSH
EFFERVESCENTS

BAAP OF INSTANT COFFEE

MAINTAINS
Green & Roasted Coffee

ORIGINAL

svaa.life is a wellness brand a range of effervescent tablets and wellness shots. Their Apple Cider Vinegar Effervescent Tablets can help with your weight management goals.

An exciting new addition to the range is the WORLD'S FIRST COFFEE EFFERVESCENT - Coffee Rush - Your Barista in a Tab!

Drink coffee instantly whenever you want- On a hectic morning commute to work or university, A mountain hike or midnight craving, make coffee in less than 1 minute.

Coffee Rush is...

- Dairy free
- No Added Sugar
- Natural coffee
- Smells and tastes great!

THE CONTRACT THAT CHANGED NBA FOREVER

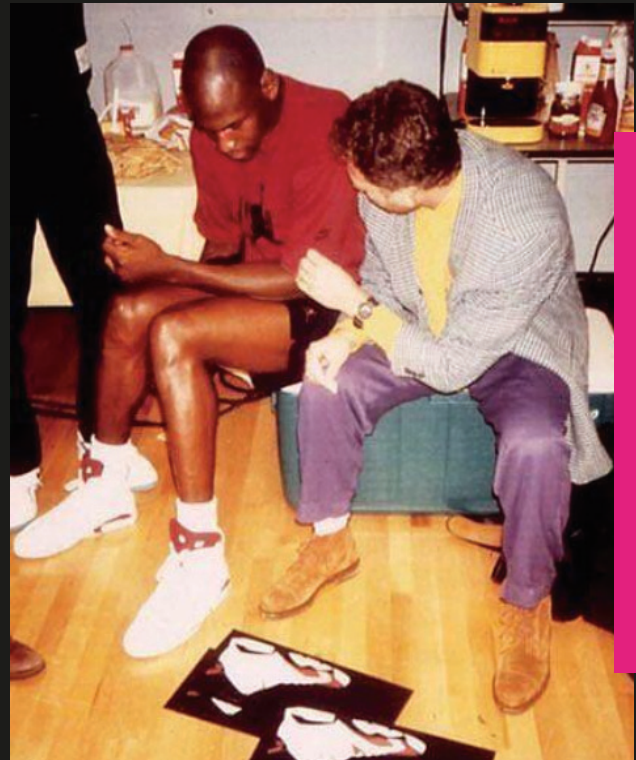
By Anjali Bodempudi

It's 1984. Phil Knight, the founder of Nike and Tinker Hartfield, the vice president of design and innovation are sitting in a room at the Nike Headquarters almost convinced their guest wouldn't make it to the meeting. An hour into the conversation, Micheal Jordan signs a 5 year \$500,000 contract choosing nike over adidas and converse, some of the leading NBA sponsors. Over the past 38 years of the Jordan and Nike partnership, Micheal Jordan made close to \$1.3 Billion.

But the Jordan partnership in the 90's contributed to much more than the player and the brand. Converse and Addidas were the biggest league sponsors supporting every major player possible and the concept of building an individual brand for a player in a team sport was extremely new. Only Tennis, Badminton and Golf had witnessed what kind of an image a person could leverage from a brand partnership. With Micheal Jordan's line of Air Jordan's as shoes and apparel came a new era of sports endorements and a possibility of multi channel financing for players. Sports contracts are usually between the organization, an agent, and the player. They come with relevant details of the relationship the brand would like to build, services they would offer, sponsorship details (obligations) and mention the duration of this partnership that both the main participants of the deal are subject to.

An important segment of these contracts are the revenue sharing clauses. This clause discloses information about finances and owing percentages to the player and the brand. The Jordan's are an example of how incredibly a brand's performance and a player's image can grow over the years by mutually agreeing to a long term supportive contractual relationship.

But not all partnerships go onto build successful empires. When Scottie Pippen, NBA's second-best player after Michael Jordan in the 90's left Chicago Bull's to pursue a better offering, it was evidence to the world what would come out of a contractual agreement that was signed too early and too soon. For more than eight years, Scottie Pippen was underpaid compared to industry standards due to a deal he had signed as a young rookie. This is an example of



Micheal Jordan with Tinker Hartfield. Tinker Hartfield went on to design close to 15 editions of the Jordans and become one of Micheal's closest friends and co-workers.

how duration defines the financial aspects of a contract as the potential to positively outgrow the player's brand image is incredibly high. To the end of his career with the Chicago Bulls, Scottie was valued 5 times his association with the brand.

In 2022 it's not just the super stars of NBA. Every rookie and star is supported by brands that believe their partnership is a marketing stint that has the potential to change the course of their journey. More often sport's partnerships build a world of fan patronage that carries the weight of the brand's persona throughout the player's sporting career. This perhaps – the ability to support a player through their best and worst performances is what makes sport's partnerships so special. Michael Jordan is a testament to that, but minus a worst performance because let's be honest, he's almost never had a bad game!

INSIDE OUT!

But in the context of the economy and advertising in 2022

By Siya Ragade

Oh yes - “A heartwarming film about a girl and her emotions” has more in common with the advertising industry than we think. Let’s break it down.

Finances trade between the outside business environment, the advertising agencies, and their brand clientele. Advertising agencies function Inside Out’s main character, Riley.

This article looks at intriguing cases of external elements affecting the advertising industry - featuring three emotions of Joy, Anger, and Fear.

Joy

Earlier this year, India released its Union Budget for 2022-2023. The ‘22 Budget sparked joy in advertising agencies: the focus on the digital realm. The government plans to set up an Animation, Visual Effects, Gaming and Comics (AVGC) promotion task force. 5G in India also means Augmented and Virtual Reality (AR/VR) opportunities on Facebook Metaverse. Dia Kiraplani, VP Strategy Head at Blink Digital mentioned that “ad agencies will be seen leveraging this expanded media mix to bolster brand credibility on online mediums.”

Anger

Firms also defy the norm, choosing not to accept defeat. In the wake of inflation in the US, resulting increasing prices of goods, making customers wanting to spend less. Top advertisers like Facebook and the New York Times reported declining ad revenues in the past quarter. Top ad firms like WPP, Publicis, Omnicom Group Interpublic Group, and Dentsu Group exceeded pre-pandemic growth rates. It’s a puzzling contrast, brought on by switching to the digital sphere. With Publicis, the strongest growth was because of Publicis Sapient (e-commerce.) So, its okay to be a little angry or stubborn, as it helps the industry recover rather than wallow.

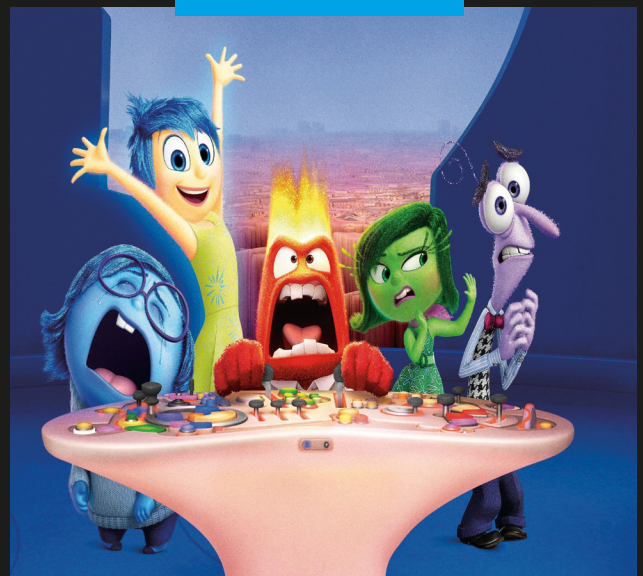
Fear

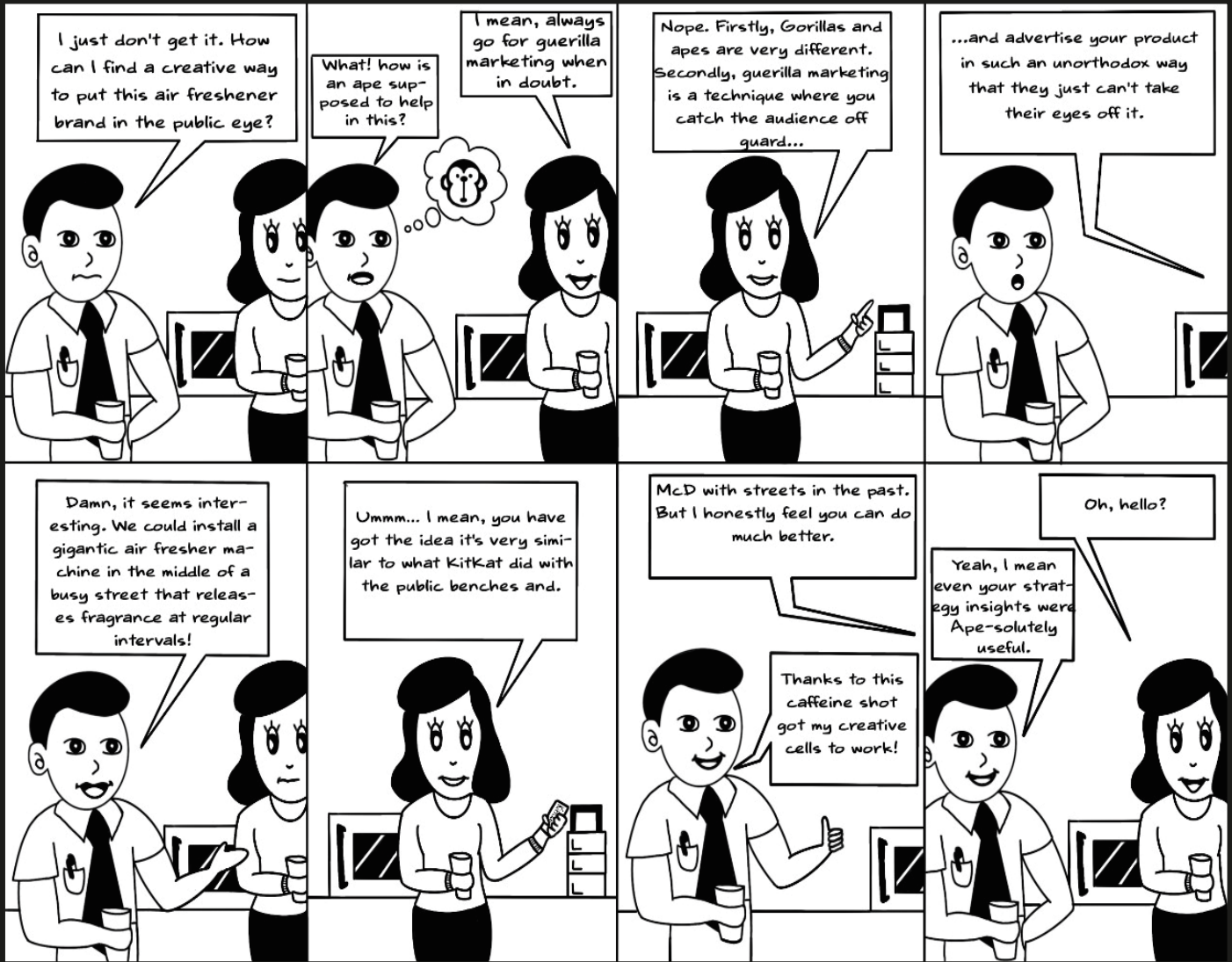
The shift in UK’s economic policy is leading to the devaluation of the pound. Firms fear this, as it impacts ad budgets and work from clients.



In contrast, the devalued pound means a possible increase in demand for international luxury brands and MNCs in retail since UK’s brands become cheaper for international customers. New customers can be gained by investing in brand awareness. With Nescafé Egypt’s case, when sudden devaluation in currency in 2016 forced them to rethink their strategy, all was saved by shifting their target group to university students by pushing the single-serve sachet.

The advertising and media industry sees fluctuations in tandem with changes in the economy. It’s a topic of intrigue to wonder what changing economic scenarios will ad firms be faced with next. What emotion do you think advertising firms will be feeling in 2023?





Written by Yashvardhan Kumar, Illustrated by Meghana Nair

Advertorial

GODS TEA

ALL NEW COLLECTION OF
HERBAL TEA'S
From the house of Maharashtra Tea.

www.buychai.in

Instagram and Facebook icons with handle /buychai.in

A BREAKDOWN OF BILLBOARD ADVERTISEMENTS AND HOW TO MAKE THE MOST OUT OF THEM

By Nandini Nimodiya

Whenever the word billboard is mentioned, the first thing that comes to mind of many people is Times Square- A commercial intersection filled with bright billboards of varying sizes and types.

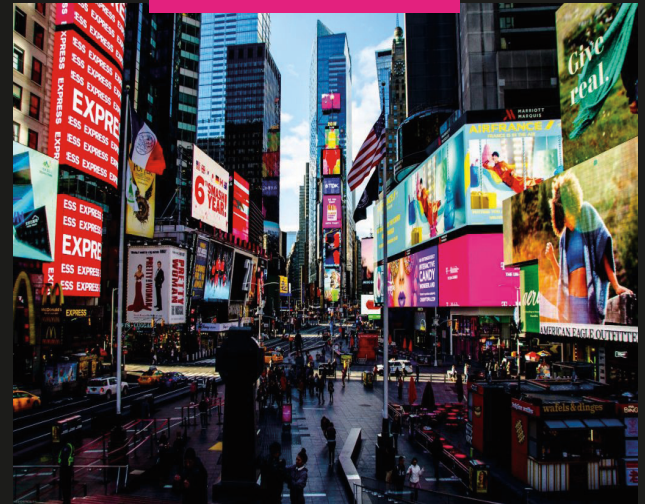
However, what exactly is a billboard advertisement? Well, to put it simply- billboards are large print advertisements pasted along the roads to increase brand awareness or to promote a product, service, or business. Going with a more formal definition, Google defines billboards as big outdoor advertising spaces that aim to catch the attention of passersby. Billboard advertisements come under out-of-home advertisements (OOH)- a form of advertisement that individuals consume outside their homes.

Billboards come in varying sizes and shapes. Some of them are -

1. Bulletins are the second biggest size of billboards and also the most popular ones. They usually come in three sizes- 14 feet high x 48 feet wide, 10 feet x 40 feet, and 10 ½ feet x 36 feet.
2. Spectaculars are super-sized bulletins and are rarely found due to their expensive nature. They come in two sizes- 16 feet x 60 feet and 20 feet x 60 feet.
3. Posters/ 30 sheets are smaller than bulletins but bigger than 8 sheets. They come in two sizes- 12.3 feet x 24.6 feet and 10.5 feet x 22.8 feet.
4. 8 sheets/ Junior posters are the most popular ones and are found in urban settings. They come in one size- 6 feet x 12 feet. .

Despite being incredibly effective, opting for billboard advertisements can be an overwhelming process. Here are some things to keep in mind while one is looking to advertise their business on a billboard -

1. Location - While keeping your demographics in mind, find an area where your audience is guaranteed to have a higher footfall. For instance- it is better to advertise hostel facilities near universities or other educational institutes, as it ensures that a higher number of students will be able to view the billboard and might be interested in them. Comparatively advertising hostel facilities near residential areas won't be as efficient.
2. Size of billboard - many people strongly believe in 'the bigger, the better' when it comes to billboard advertisement. But if one wants to advertise their



small business with a limited budget, junior posters and smaller billboards can be just as effective if used smartly.

3. Keep it simple- it is imperative to keep your advertisement simple and not dump a lot of information on it. Using bold fonts, contrasting colors, and simple designs are some factors that help make the billboard more impressionable.
4. Make it interactive- Billboards that interact with the surrounding environment and tell a story are better at grabbing the attention of passersby. But again, it is essential to keep the story from becoming too complicated.

While these are some of the points to make the most out of billboard advertisement, ad agencies play an important role in increasing the efficiency of the billboard.

The cost of a billboard usually depends on the location, size of the billboard, tenure of the billboard, and traffic in the area. For instance, a 15 x 40 feet billboard in Mumbai has a starting cost of 70,000 INR, and a 30 x 12 feet billboard in Chennai usually has a starting price of 41,000 INR.

To conclude, despite relatively high-cost prices, Billboards have proven to be a very efficient method of advertisement. They increase brand visibility, gives the organization 24*7 exposure, covers a diverse range of audience, and are known to have higher impressions.

PRODUCT PLACEMENT IN FILMS AND ITS EFFECTIVENESS

By Komal Biradar

Since its inception, the advertising industry has gone through several changes owing to the rise of technology, changing times and changing attitudes of people towards advertisements. The ways in which companies advertise their products has drastically changed in recent years and although conventional advertisements are still very much around, companies have found new avenues to advertise their products through.

One way in which companies have been increasingly advertising their products in is through product placement in films and television. Advertising and films have always been related in some ways. Both advertisers and cinematographers have recognised the effectiveness and impact of the visual medium and its potential.

However, with more people shifting to OTT platforms like Netflix, and moving to the online sphere to consume media instead of television, the traditional commercial break seems to be becoming obsolete.

For this reason, brands are now more eager to make their advertisements the entertainment, rather than a break from it. Some examples of iconic product placements in films are:

Twinkies in Zombieland

In the movie Zombieland, at several points in the film we see Woody Harrelson eat the snack cake Twinkies and talk about how great they are. For a large portion of the film we see him search all of zombieland in attempts to find a twinkie. He finds them in the latter part of the film and is immensely happy to finally eat one. They cleverly worked the brand into their story and forged a connection between the character and the brand. This product placement definitively worked and may even have contributed to the urban myth that has been referenced in several other media, like the Umbrella Academy, that Twinkies have endless shelf lives (they don't).

Nike in Back To The Future

Despite having released 30 years ago, people talk about the shoes Michael J. Fox wore in Back To The Future to date. The film featured self-lacing Nike mags which did not exist at the time of the film's release, but have since been made a reality in 2015. The hike in Nike



sales post the movie were incredible and this was probably one of the most successful product placements to happen in a film to date.

Ray Ban in Top Gun

When Top Gun first came out in the 80s, the film prompted a massive boost in sales for Ray Ban. This was due to Tom Cruise wearing Aviator glasses in nearly every scene of the film and everyone who saw the immensely popular Cruise wear it, felt the need to own the same glasses too.

In some films, product placement is done with more subtlety and advertisers try to incorporate products into the story or try to connect it to a character by creating sentimental value for the product. In others, product placement is more overt, and obvious. In such cases, what seems to draw consumers in is the charm and popularity of the actor being used to advertise the product.

In conclusion, a good product placement campaign can allow a company to be a part of a larger community and can be ingrained in people's minds due to its association with pop culture and the media.

ADVERTISING IN NEWSPAPERS – HOW ARE THEY PRICED?

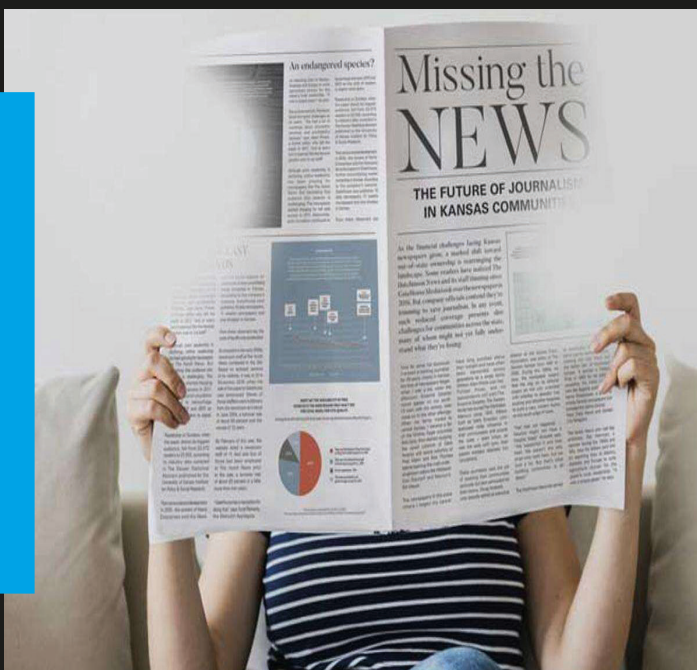
By Janhavi Deshmukh

Print Media still remains one of the most widely consumed sources of media after the internet. It is also one of the oldest forms of advertising, and has still stayed relevant. Advertising also contributes to the majority of print media's revenue. How these spaces are bought and sold and how they are priced is a particularly intriguing domain.

Newspaper advertising takes up the largest share in marketing budgets for brands. Newspaper ads are popularly Display Ads and Classified Ads. Classified Ads are small business ads in the newspaper, they cost lower than display ads. Prices for Newspaper advertisements depend on the readership of the newspaper and page numbers. They are usually calculated through the area covered by the advertisement, for eg. in sq.cms. Advertisements on the frontpage of the newspaper are naturally of a higher price range- they attract a premium over the usual newspaper advertising rate cards. Advertisements in Indian newspapers are usually sold through a Newspaper advertising agency. Newspaper advertising remains the most trusted form of advertising in India. Every household in the country starts its day with opening the newspaper. Most of these households then go on to store the newspaper for a few months, give it for recycling in bulk and also use the newspaper for other



purposes. Thus, the shelf life of an advertisement in an Indian newspaper is longer. This is one of the crucial advantages of newspaper advertisements. There are many factors that affect how much you pay to put your advertisement in the newspaper. Circulation of the newspaper is of utmost importance. Wider the circulation, the more you have to pay for your ad. As earlier discussed, the size and location matters. The more space your advertisement takes up, the more you will pay. Advertisements in colour are priced higher than those in black and white. Frontpage ads cost the most, along with Page 3 ads, as these are the pages readers flock to the most. Ads will also cost more when placed on the main sections, as compared to the sports or lifestyle section. When you place your Ad also matters. You can expect to pay the most on a Sunday, and on festive days. Many newspapers also cater to niche audiences, and that may also affect pricing for advertisements. Newspaper advertising is a relatively expensive medium, leading many advertisers to turn to digital mediums. The fact still remains that with newspapers, you have a large local audience and that they are generally more engaging than digital ads, therefore making them a broadly trustworthy medium.



THE COMMISSION GAME: QUOTING THE RIGHT NUMBER

By Charu Sharma

Crystal 15

The fabric of advertising agencies varying in multiple aspects are tied together in their pursuit to claim the right number.

In fact, this number serves to determine the annual revenue stream of the agencies in conjunction with the fueling to cover a wide range of costs incurred by the firm. The golden number of 15 per cent has sustained its spot since the 1840s, but it now has dynamic linkages catering to other costs and allied services that have conjoined in the growth of the advertising industry.

Epoch	I. 1840s - 1880s	II. 1880s to 1980s	III. 1980s to present day
Principal	Newspaper Publisher	Advertiser Firm	Advertiser Firm
Agent	Newspaper Agent	Advertising Agency	Advertising Agency
Compensation of Agent	15% of commission of media space sold	15% of commission of media space bought	Agency's Cost Plus (labor based)

Adding to this _____ says “quote from interviewee 1” The Advertising Agencies Association of India claims that a vast majority of their members have to date incorporated the tried and tested 15 per cent commission structure inclusive of creative and media agency commission.

This is in the purview of the investments inclined towards talent and technology acquisition, subsequently fueled by the 15 per cent commission rates.

With INS, IBF and Doordarshan upholding the mechanisms to continue in this way for years, agencies have stuck with the commission structure.

The Evolution

When it was established that the volatility of technological advancements orient fast-paced changes in the advertising industry, authors materialized a model with a simplified set of principal-agent relationships that swiftly moved with prospective changes in the nodal industries.

In the earliest period, between the 1840s and the 1880s, advertising agents worked for newspaper publishers, seeking out local businesses to buy ad space in the paper. They were paid a 15% commission based on how much ad space they sold — a standard arrangement used to motivate salespeople in most industries.

For the next century, between the 1880s and the 1980s, advertising agencies worked on behalf of firms that needed to advertise, buying media space on their

behalf — yet they still got paid 15% commission based on how much they bought.

To present this with an analogy -

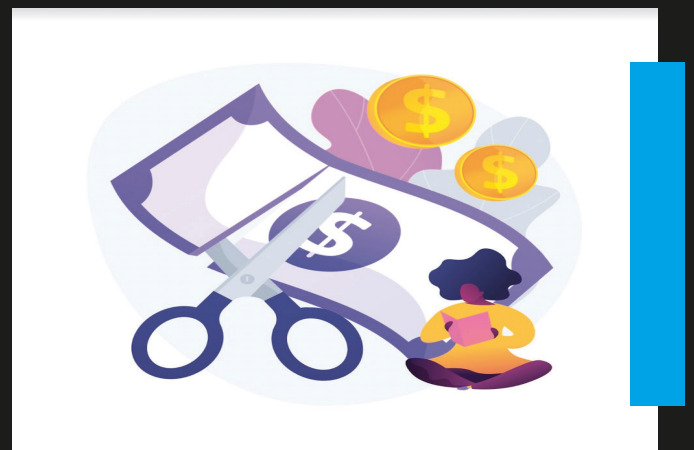
For a city like Bombay in India in the post-independence era, they were a local paper corresponding to a local readership and ad agents would act as local representatives of those newspapers persuading local firms to buy ad space.

Going Full Service - The Shift of the Millenia

With the rise of National brands across the globe yet centred in the United States of America, ad agents shifted the dynamics towards national companies who would then rely on an extended array of services provided by the newfound ad agencies involving a good copy, images and logos.

The Full-Service ad agencies conjoined the provision of creative production and media buying simultaneously, this brought national firms to hold pitch contests fuelling competition amongst agencies. Therefore, the winning agencies demanded 15% of media billings. This initiated the trail of the fixated 15 per cent commission.

It wasn't until the agency industry itself evolved, with the emergence of new fee-based services such as consumer research, marketing and public relations that agencies began to shift away from the 15% commission fee. This evolution took off with the onset of specialised services stimulating a breakdown of the conjoined services again into media placement and creative production - completing a full circle in the bundling of services in the advertising industry.



SMALL BUDGET ADVERTISING - HOW TO CREATE THE PERFECT CONCOCTION

By **Aastha Bhardwaj**

Financial management helps the marketing and advertising departments keep on schedule, effectively handle the financial parts of the organisation, and prevent any financial mistakes that could cost the company money. Marketing and finance work together to handle the analytical side of marketing. Organizations gain from the synergy produced when the analytical side of finance collaborates with the creative side of marketing. This is exactly why striking the perfect balance between both sides is an extremely crucial step for start-ups.

Meta suggests that there are a few steps involved in finalising a minimal budget for an Ad Campaign. These include:

- Set aside enough money for the optimization event you've picked:
- Most advertisers who pay for impressions should set aside at least \$1 per day for daily budgets for ads.
- Your daily budget should be at least five times your cost cap if you employ the cost cap bid technique.
- If you reduce your lifetime budget, make sure the new amount is at least as much as what you've already spent, plus 10% of what you've spent during the previous two days.
- When cutting your budget toward the end of the day, proceed with prudence.



When it comes to lead generation routes in start-ups, there are three most common routes that are taken up by most start-ups.

The Inbound Route

A prospect using the inbound route looks online for a

solution to an issue. With the correct inbound lead generation technique, you can get their attention and provide a solution to their problem.

With the inbound strategy, you can request visitors' contact information in exchange for helpful, entertaining, and instructional content on your website. The conversation can start from there. Instead of employing a hard-sell tactic, the inbound route is intended to provide a favourable customer experience. The goal of the procedure is to produce a life-long customer.

The Outbound Route

For start-ups, lead generation and outbound marketing are somewhat like to throwing a lure into a big lake. Although you are aware that the lake is home to numerous fish, you can't be sure if they will even take notice of your bait. Ever since products were first put up for sale, there have been variations of this "come and get it" technique. People needed to promote their goods, so they did it. Their objective was to make their items well known in the hopes that at least some consumers would fall for the trap. The marketing and sales departments may now run extensive email campaigns to automatically create leads thanks to new tools like CRM software. Then, using conventional cold calling, these leads can be contacted.

Brand Awareness

Making sure that people are aware of the existence of your goods through brand awareness is never a negative thing. Providing great news about your brand or company is always advantageous and is more likely to be published by several media sites. Building brand recognition can be aided by contests, sponsorships, brand ambassadors, positive press about a product or service, a team member, or inventions. The catch is to choose the best approach possible. Something that fits the needs of the organization in question. Each advertising strategy is different, no matter how big or small the budget allocated to it. It all boils down to tailoring the best possible combination of all the strategies available at hand and delivering a message that connects with your target group and makes them trust the brand.

ONLINE PAID ADVERTISING – THE FINANCE INVOLVED

By Prasang Agarwal

The term ‘online paid advertising’ may sound silly to some readers, as advertising is always paid. While some scholars and academicians may agree, in the business world, online paid advertising refers to a specific model of advertising, where advertisers bid to participate in real-time auctions to show their ads within slots on a specific platform or network. This differs from free or earned publicity, which is used by brands to promote their products without spending money.

Model

Often referred to as PPC (Pay-per-click advertising), this model is based on real time auctions which are run using algorithms. Various advertising platform have criteria, which include bid amount and the quality of the ads, and according to these criteria ads are placed in the available slots. Many algorithms also detect whether the ads have relevant text, images, videos etc. which can be of value to the consumers.

Usually online paid ads are classified into search and display ads.

Search ads refer to the ads shown when someone has entered specific keywords onto a search engine to obtain information. These ads usually provide a solution for the search intent. For e.g., a user searches ‘how to start running’ on a search engine, he may be presented with an ad of running shoes or running shorts on the search engine, in addition to the information the user has asked for.

Display ads, on the other hand, are unexpected ads which the user can be presented with anytime. Specific targeting criteria such as demographics or interests are used for display ads. For e.g., a user playing a cricket game on his mobile phone may be presented with an ad of cricket gear by sport equipment manufacturing company.

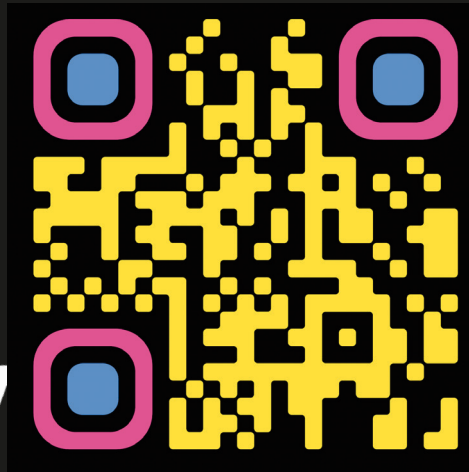


Finance – who earns?

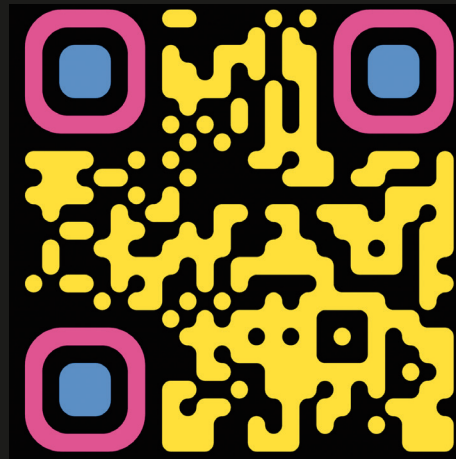
Bloggers, entertainment portals, influencers, and literally everyone who owns a website can earn using online paid advertising. This model is also rightly called one of the best ways to earn money from a blog. The basic concept involves selling of ad space by website owners to business owners, who want the ad space to advertise their products. Website owners choose certain platforms such as Google Ads to sell their ad space, and these platforms then indirectly connect them with business owners by providing them ad space using algorithms (as already discussed). Hence, website owners earn money through selling ad space, business owners spend money in the short term but ultimately benefit from the increased sales from

Things to watch out for

1. Vigyap League
2. Vigyap Podcast
3. Vigyap Magazine Issue 9



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