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2023



Cultural Kaleidoscope

ISSUE 14, 2023

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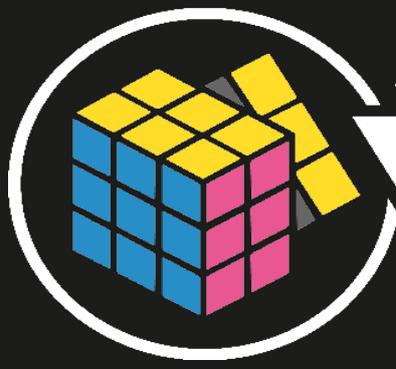
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We thank the students and faculty members of SCMC for participating and contributing to Vigyap and making it a successful edition.

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FROM THE EDITORIAL'S DESK

Rekindling the spirit of advertising, Vigyap is here with its first issue from Batch 2024. We have an array of magazines, blogs, a podcast, and a league planned for you. This quarter's magazine is centered around the theme: **'Cultural Kaleidoscope: Advertising in Diverse Landscapes'**.

Being a cosmic industry, advertising aims to tap into various market segments through consistent strategisation. To supplement this, brands also need implementable tools such as cultural nuances, local influencers channelling their global impact, and use of festival advertising, which form the sub-themes of this edition.

Have you ever wondered how global brands connect with audiences across the spectrum while being culturally sensitive?

With the guidance of Dr. Kavitha Iyer, in this edition, we traverse into the sphere of multinational advertising campaigns catering to diverse audiences while maintaining respect and authenticity. Stay tuned for not just the articles, but also guest session feature pieces, comic strip scenes, advertorials, games, and much more to be uncovered.

By Damita Chowdhry and Priyanka Balya



Source: Google

Advertising efforts place a strong emphasis on doing good deeds and contributing to society. Asia is home to a diverse range of festivals, languages, and cultures. The difficulty for advertisers in this environment is to appeal to a varied audience while maintaining cultural sensitivity. To appeal to a wide range of consumers, brands frequently highlight common values like family, togetherness, and progress. In our interconnected world, advertisers have the opportunity to engage with global audiences through universally recognized festivals such as New Year's Eve. These campaigns often focus on themes of hope, new beginnings, and unity.



Colgate advertorial, Submitted by: Emaad Mazhari

Analysing multinational brand tactics, uncovering insights into tailoring strategies for diverse audiences.

By Riya Rode



Source: Shutterstock

The world is an agglomeration of global economies. Nations are a prominent part of the multinational market. Agglomeration asks for integration, be it political, economic, social, or cultural. Multinational agencies communicate with a variety of markets around the globe for effective brand marketing, aided by influential cultural contextuality. Global culture is heterogeneous and relates to marketing strategies that diverse communities identify with. A cultural kaleidoscope requires a fascinating range of varied perspectives and contexts that match the culture's distinctiveness. Culture in itself confines the way of life of an entire community. It encompasses an array of knowledge, beliefs, customs, traditions, religion, art, philosophy, norms, and morality. A 'right' of one culture could be the 'wrong' of the other. An outcome of varied cultures is their impact on the consumption patterns of individuals and institutions. The consumers' cultural philosophy determines their consumption patterns.



How do brands respect these differences and manage their profits worldwide?

Cultural advertising is a tactic where marketing managers research a specific demographic to help them create campaigns that appeal to the target audience. Brands with notable influence have been able to design their branding strategies in line with the dominant cultural characteristics and thread their brands into the cultural yarn.

Standardization in international advertising refers to using a familiar approach or marketing strategy across different nations to promote commodities or services internationally. It involves popularizing uniform advertising messages, creative features, and media placements across multiple demands, media, and brand agendas with appropriate cultural context. There are some instances where such branding standardization often poses a hurdle in international marketing. What violates the standardization policy is the ability and

flexibility to adapt to the new emerging cultural contexts that emerge with global marketing.

Customization in marketing refers to altering a commodity or service to create convenient experiences for consumers. It involves weaving the marketing mix (product, price, promotion, and place) to match the specifications and preferences of individuals and institutes. Brands globally succeed only when they understand the middle ground of equilibrium and balance between standardization and customization of products and services. To develop profit opportunities in nations with untapped market potential, brands should be sensitive to cultural sensitivities and adapt in conjunction with the differences. Such practices would maximize and promote a broader market reach. Cultural differences can transition from a hurdle to a possibility when brands learn from efficient, already well-established industries and adapt their branding strategies to sufficiently interpret and understand consumer preferences.

Ad-venturing Across Cultures, Speaking Globally

By Suruchi Kumari

In a world that sometimes feels divided, advertising has the potential to be a unifying force, bridging gaps and fostering connections that transcend.

The global marketplace has become a vast mosaic of cultures, languages, and traditions in an increasingly interconnected world, with cultural sensitivity being no longer an option but a necessity. The art of tailoring messages to transcend geographical boundaries and fostering connection while embracing diversity has never been more relevant.

Cultural nuances reflect our shared humanity, reminding us that despite our differences, we are united by our emotions, aspirations, and the stories we tell. Advertisements have the power to evoke emotions and create connections. Yet, the same sentiment might evoke laughter in one culture and confusion in another. This dichotomy underscores the importance of decoding cultural subtleties



Source: Google



SHARE A COKE

Global brands have learned this lesson the hard way, with numerous instances of campaigns missing the mark and sometimes causing offence due to cultural insensitivity.

However, it's not all cautionary tales. Consider Coca-Cola's "Share a Coke" campaign, where they replaced their logo with popular names in various countries. This subtle shift personalised the product, creating a sense of belonging across cultures. Brands have the power to tap into the universal human desire for connection while highlighting what makes each culture special.

Language itself is a cultural touchstone. A clever play on words in one language might fall flat in another or worse, lead to unintended offence. When HSBC bank adopted the tagline "Assume Nothing" for its international campaign, the slogan was translated as "Do Nothing" in some countries – a classic example of cultural nuances lost in translation. Smart brands now employ linguists and cultural experts to ensure that slogans and messages are translated and transformed to fit each market's linguistic and

A cornerstone of successful global advertising is empathy – the ability to step into the shoes of diverse audiences and see the world through their eyes.

As global brands continue to navigate the complex landscape of cultural intricacies, they have a unique opportunity to be catalysts for change – through the power of a well-crafted message. In an era where social media amplifies both the successes and failures of advertising campaigns, brands that choose to ignore cultural nuances risk alienating potential customers, damaging their reputation, and squandering opportunities for growth.

Advertising in the Contemporary World

By Aishwarya Yadav

In the contemporary era, where interconnectivity effortlessly traverses geographical boundaries, advertising has undergone a remarkable transformation, emerging as a vibrant tapestry woven from the threads of cultural diversity. This cultural kaleidoscope within the realm of advertising delves into the refined and nuanced strategies that navigate the intricacies of cultural subtleties, engendering messages that transcend the limitations of geographical demarcations.

The trajectory of global brands entails a trajectory far more profound than mere linguistic translation. It is an odyssey that necessitates an intimate comprehension of the essence of cultures, customs, and values. By meticulously assimilating local nuances, brands fashion messages that reverberate harmoniously across the global expanse.

The entwining of collaborative ventures with indigenous influencers and luminaries has assumed a pivotal role in bridging the chasm between the global and the local.



Source: Google

These strategic partnerships infuse a genuine sense of authenticity and cultural resonance into advertising campaigns, thus offering a heightened sense of relatability.

Enterprises of multinational stature employ a multifaceted repertoire of tactics to tailor their strategies to the variegated sensibilities of diverse audiences. Adopting visual imagery, linguistic tonality, and messaging to blend with local predilections ensures the preservation of the brand's essence while simultaneously catering to individual sensibilities.

Beyond the realm of language and visual aesthetics, cross-cultural campaigns necessitate the orchestration of sensory experiences. Be it the redolence of a culinary delicacy or the cadence of a traditional musical instrument, these sensory signifiers evoke universally resonant emotions.

Within the kinetic landscape of advertising, the embrace of cultural diversity has transmuted from a mere option to an imperative. Through an intimate comprehension of cultural subtleties, synergistic collaborations, astute utilization of cultural festivities, precision-tailored strategies, and deliberate stimulation of the senses, advertisers stand poised to navigate the labyrinthine topography of diverse cultural landscapes with aplomb.



Mogu Mogu advertorial, Submitted by: Meghana Nair

Coke's Advertising Strategies: An Insight

By Rucha Katekar



In an increasingly interconnected world, the challenge of tailoring advertising campaigns to diverse cultures has become more critical than ever. One iconic brand that has mastered this art is Coca-Cola. Through its global presence, Coke has employed a multifaceted approach to adapt its advertising strategies to resonate with a wide range of cultures, contributing to its unparalleled success.

Cultural nuances play a pivotal role in shaping advertising strategies. Coca-Cola's "Open Happiness" campaign is a prime example of this. While in the Western world, it evoked feelings of joy and togetherness through lively gatherings, in Japan, it focused on the quieter moments of personal contentment. This recognition of distinct cultural values allowed Coke to forge a deeper connection with its audience.

Local languages, idioms, and imagery also factor into Coke's triumph. In China, for instance, the translation of Coca-Cola is "Kekoukele," phonetically similar to "Tasty Fun." This linguistic ingenuity not only preserved the brand's identity but also made it relatable and catchy for Chinese consumers.

Moreover, Coke consistently aligns its advertising with local festivities and traditions. During Diwali in India, Coke ads feature the Festival of Lights, while in the Middle East during Ramadan, they emphasize unity and compassion. By participating in these cultural moments, the brand showcases its understanding and respect for diverse customs.

While global campaigns like the "Share a Coke" initiative remain consistent across borders, the personalization extends to individual names in various languages, reinforcing a sense of individuality and inclusivity worldwide.

In conclusion, Coca-Cola's success across cultures is a testament to its skillful navigation of diverse societal landscapes. Coke has created a globally unified yet locally distinct brand image. This serves as an inspiring lesson for marketers worldwide, highlighting the power of cultural sensitivity in crafting impactful advertising campaigns.



Tabasco advertorial, Submitted by: Sanya Bhoji



Cultural Celebrations in Indian Advertising

By Sanjana Gandikota

Brands in India have a long history of leveraging cultural celebrations to create emotional connections in their campaigns. The country's diverse cultural landscape offers many festivals and occasions that resonate deeply with people.

When campaigns are crafted thoughtfully, with sensitivity and an appreciation for cultural values, they have the potential to create a profound impact on viewers. Cadbury Dairy Milk's Raksha Bandhan advertisement is an excellent example of how a brand can effectively harness a festival to build an emotional connection with consumers and enhance brand recognition. The campaign beautifully captures the essence of the sibling bond, showcasing playful banter alongside their genuine love for each other. In the advertisement, the younger brother spends the money he saved for a cricket bat to buy "Cadbury Celebrations" for his elder sister as a Raksha Bandhan gift. Notably, the brand's iconic tagline - Kuch Meetha Ho Jaye - seamlessly aligns with the festive occasion and theme of the advertisement.

On the flip side, Bharat Matrimony's Holi campaign is a stark reminder of how festival-based campaigns can backfire, damaging the brand's reputation. The advertisement features a woman washing her face after participating in Holi festivities, exposing the bruises resulting from harassment and physical abuse during the celebrations. The campaign intended to raise awareness about women's safety during Holi. Instead, it became the subject of immense online criticism, with people accusing the brand of selectively targeting festivals of a particular community. The controversy surrounding the campaign resulted in widespread public anger and condemnation, serving as a cautionary tale of how the general public can misinterpret advertisements focused on cultural themes.

It is essential for brands to acknowledge the cultural significance of festivals and adopt a sincere and respectful approach in their campaigns to strike a chord with the audience



Source: Youtube

Cultural Inclusion in Advertising

By Annet Paul

Advertisements in India are profoundly relevant due to their ability to connect with diverse audiences in a culturally rich landscape. Brands strategically take advantage of holidays like Diwali, Holi, and Eid to create emotional connections. In keeping with their product line, Cadbury, for instance, depicts Diwali celebrations as being centered around sharing sweets in its advertisements. Similarly, Tanishq's advertisements emphasize unity during festivals by depicting interfaith marriages. Such brand celebrations encourage brand loyalty while recognizing India's rich cultural diversity. **Not only do they boost sales, but also reflect society's ideals of togetherness and acceptance through the festive spirit.**



Source: Google

In contemporary society, brands are increasingly using the power of cultural festivities to establish stronger emotional bonds with their audiences in the dynamic world of advertising. Local or worldwide cultural celebrations when incorporated into campaigns, go beyond straightforward product marketing to leave a lasting impression. This symphony creates shared experiences and values rather than just increasing a company's revenue.



Source: Google

For instance, Coca-Cola's well-known Christmas advertisements exhibit warmth and solidarity, reflecting the holiday mood. Additionally, these commercials frequently promote inclusivity and social change. The advocacy of subjects of social importance by brands such as Ben & Jerry's campaigning for nature conservation, same-sex marriage, and supporting the Black American Community during protests against police brutality transcends commercial concerns to have a significant impact on the minds of their audience.

In conclusion, integrating cultural festivities in advertising is more than a mere business tactic; it is a chance to forge emotional connections, close gaps, and honour our shared heritage.

SPONSORED AD

INKALAB

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Book with a friend and enjoy a thrilling 25% discount.
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@INKALABTATTOOSTUDIO

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Brands and Festivals: A Perfect Partnership!

By Reva Lakhmani

In the ever-evolving realm of advertising, brands are constantly searching for innovative strategies to connect with their target audiences on a deeper, more meaningful level. One powerful technique that has emerged in recent years is the incorporation of cultural celebrations and festivals into marketing campaigns. By leveraging on the diverse festivals celebrated across the world, marketers find their foothold by emotionally targeting the consumers- also known as “emotional marketing” as purchase decisions are significantly influenced by emotions.

Additionally, incorporating cultural celebrations into advertising provides different brands with a relevant and contextual backdrop for their campaigns. This relevancy enhances the probability that the consumers will engage with the advertisement and its message. For example, Amazon India brings a series of heart-touching stories with the #DeliverTheLove campaigns for Indian festivals every year. Whether it's Raksha Bandhan, Diwali, or Mother's day,

Amazon India has a story for every occasion and has carried on the storytelling tradition. In 2020, it was difficult to celebrate Raksha Bandhan amidst a pandemic. Amazon India focused on the sentiment of "Some things should never change, no matter the distance."

Another brand that uses festivals to leverage their products is Cadbury Celebrations. One of the most successful Cadbury Celebrations campaigns was the "Badi Family Badi Diwali" campaign, which was launched in 2022. It focused on the importance of celebrating Diwali with family and friends, and encouraged people to share photos of their big families on social media.

In conclusion, by tapping into the emotional significance of these occasions, brands can create campaigns that are both meaningful and effective. This is a trend that is likely to continue in the years to come, as consumers become increasingly more discerning about the brands they choose to support.



कुछ अच्छा हो जाये
कुछ मीठा हो जाये.

#BadiFamilyBadiDiwali



Source: Youtube

This Raksha Bandhan
21
#DeliverTheLove

MAGAZINE

Local Influencers, Global Impact - The Power of Brand Collaborations

By Vidhi Agarwal

In an era characterised by hyper-connectivity, local influencers narrate a worldwide impact depicting the potency of digital platforms in offering multiple viewpoints. Brands meticulously strategise their approaches when selecting local influencers, aligning the influencer's persona with their values. The sheer diversity of their collaborations championed by the expansive Indian diaspora and global intrigue surrounding Indian culture amplify their reach globally.

Collaborations with local influencers enable brands to establish connections with multiple communities, while the influencer's alignment with the brand ethos enhances accessibility. Komal Pandey, a prominent figure in the Indian fashion scenario, has partnered with various brands, including renowned names such as MAC Cosmetics and Daniel Wellington. This fusion not only resonates with her Indian audience but also introduces a novel outlook to international viewers, allowing them to appreciate the brand's versatility.



Credits: Instagram @dollysignh



Credits: Instagram @ranveerallahbadia

Moreover, Indian influencers, in collaboration with global brands, are now gaining recognition far beyond their homeland. The presence of local influencers like Ranveer Allhabadia (Beer Biceps), Kusha Kapila, and Dolly Singh at Cannes 2023 instigated extensive online discourse.

The internet buzzed with divergent viewpoints – some opined that Cannes' prestige was diminished, while others applauded the representation of Indian influencers on the global stage. This contrast underscores the unequivocal influence and reach of local digital personalities.

Yet, the barriers to disseminating global content have remained the same in today's digital era. Local influencers can carve a substantial global niche with practical strategies, digital expertise, and compelling content. As brands seek authentic voices resonating with local and international audiences, collaborations with local influencers are a veritable goldmine of opportunity. By interweaving authenticity with cultural elements, these partnerships not only uplift the brand's image but also reinforce the notion that the local holds true global significance in today's interconnected world.

Ad Stories: Weaving

Festival and Emotions

By Litiksha Jagdeo

From Nirma to Santoor and Cadbury to Kurkure, advertisements have etched their own iconic legacy in the vibrant tapestry of Indian pop culture, leaving indelible marks on our memories. From stirring social commentary to weaving emotional narratives, crafting an advertisement is a complex art. In India, festivals resonate deeply, radiating celebrations, solidarity, and togetherness at their core. Here, festivals are more than just time-honored traditions; they're a beautiful array of diverse celebrations shared with a multitude of people. Reflecting this, brands craft advertisements that not only honor cultural sensitivities but also forge profound connections with their customers. This phenomenon extends to television shows, where special episodes spanning weeks are dedicated to celebrating festivals.



Source: Google

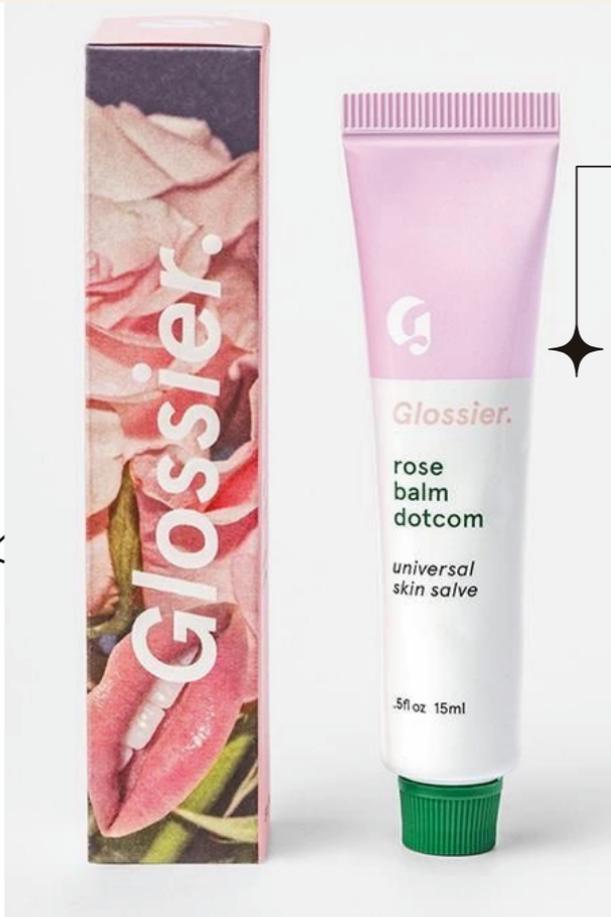


Source: Google

Amid the myriad festival-centric advertisements, Cadbury unfailingly stands out. Cadbury Celebrations has become synonymous with the culture of gifting, whether it's Raksha Bandhan or Diwali. Similarly, Amazon India aspires to become an integral part of your family and traditions, transcending borders. It's through such advertisements that brands aim to strike a harmonious chord within us, building emotional bridges while leaving a lasting impression on their audience. In a country where festivals are a part of the soul, these advertisements serve as conduits, linking brands to the heartfelt moments of celebration. They don't just sell products; they create lasting memories, weaving the brand into the fabric of our lives. Each ad is a celebration in itself, mirroring the kaleidoscope of India's diverse culture and traditions.

SPONSORED AD





Glossier.

Ready, Set, Summer!

Will never stop providing the best content related to fashion in a magazine. It is my commitment and the entire Shodwe Magazine team to always provide the latest and most substantive content on the local and international fashion scene because we believe our readers deserve the best.



Make good choices

Glossier's tubes of cream blush are a modern beauty icon — and have cemented dewy blush's stronghold as an instant complexion picker-upper. (Don't be fooled by the teeny-tiny size: A little goes a long way, and I have yet to finish an entire one.)

Unlocking the World of Dynamic Creative Optimization: An Insightful Session at SCMC

By Vidhi Agarwal



In the ever-evolving landscape of the digital world, it's imperative to stay ahead of the curve. SCMC strives to provide its students with timely insights into the latest developments, ensuring they're well-equipped for their professional journeys. On 9th September, SCMC was honoured to host a scintillating session with **Nivedita Chowdhury**, an esteemed alumnus of SCMC's 2020 batch, who delved deep into the world of Dynamic Creative Optimisation (DCO).

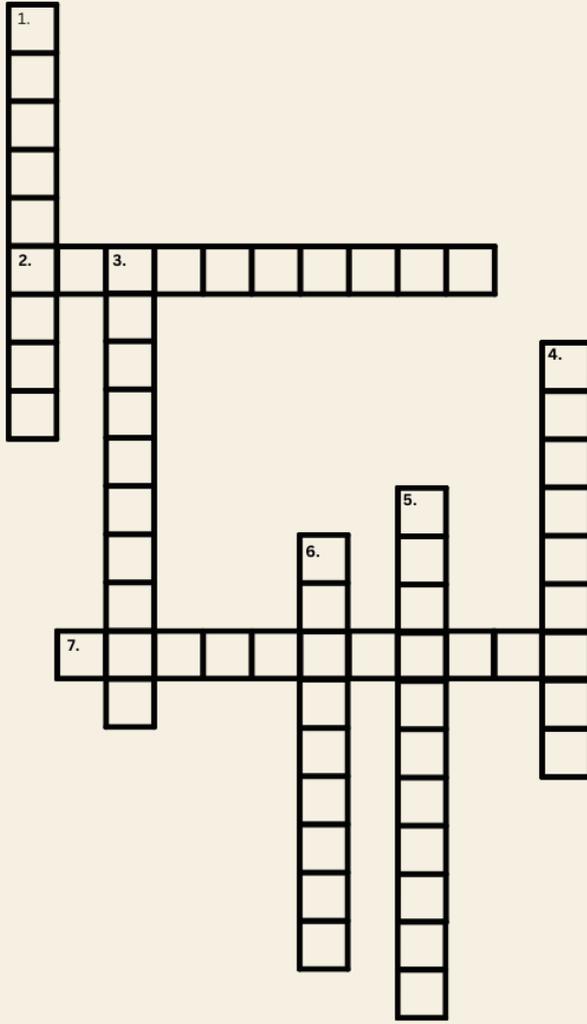
Her experience working with industry giants like Lowe Lintas, Indigo Consulting, and Graphixstory, and her current role at Publicis Media Group, where she serves as an Associate Global Project Manager for Haelon, offered a unique perspective on the digital marketing landscape.

She highlighted that DCO is far more technical than conventional advertising methods, as it harnesses the power of data signals to optimise advertising campaigns dynamically. This data-driven approach allows advertisers to tailor their messages to their target audience and is pivotal in crafting compelling ad copies and creatives.

She cited an exemplary case from Germany where an advertisement for Voltran de resulted in a staggering 150% improvement in click-through rates. Moreover, when launched in Switzerland, the same campaign recorded an 80% time-saving in project delivery. Such results reinforce the importance of customisation and personalisation in digital marketing. She emphasised, "Tools can differentiate you," encapsulating the essence of the field.

The key takeaway was that DCO isn't just the present; it's the future. Leading agencies are already integrating it, predominantly on platforms like Meta and YouTube. And for those who have an affinity for data, precision, and a relentless desire to unlearn and relearn, the world of DCO offers limitless potential.

CROSSWORD

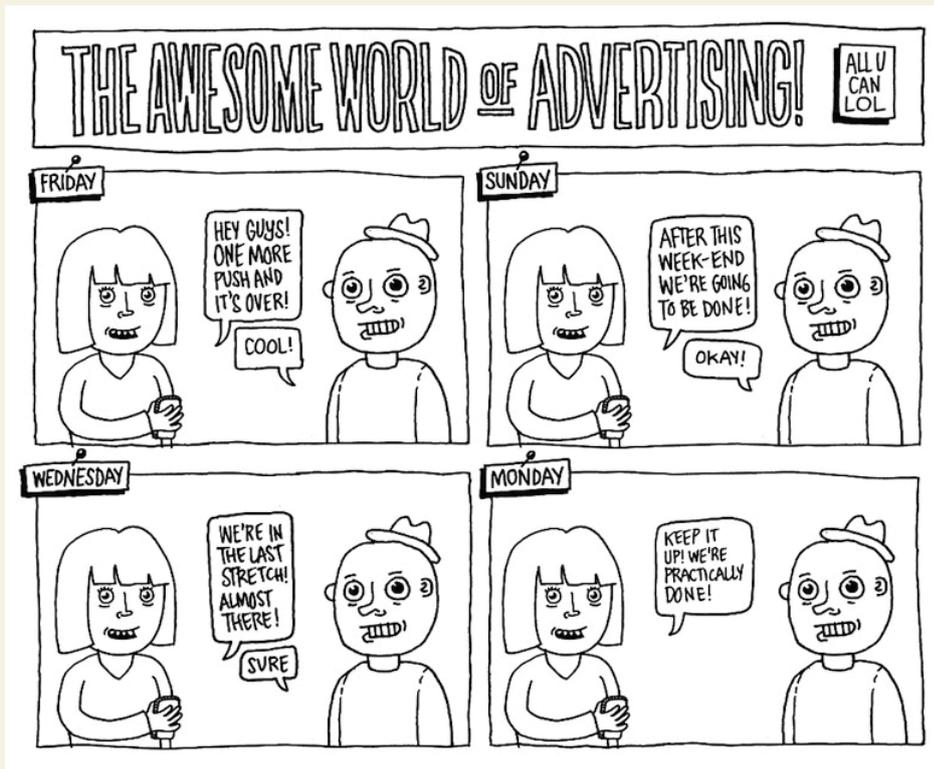


ACROSS

- 2. A major advertising event featuring creative commercials and often watched during sports games.
- 7. The art and science of studying consumer behavior to improve advertising strategies.

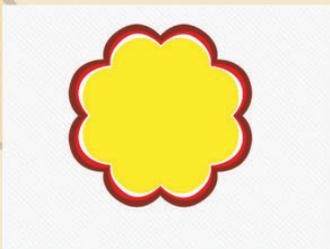
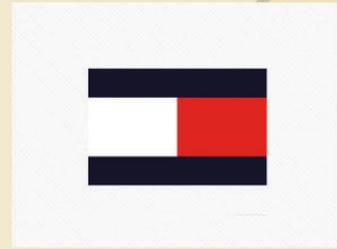
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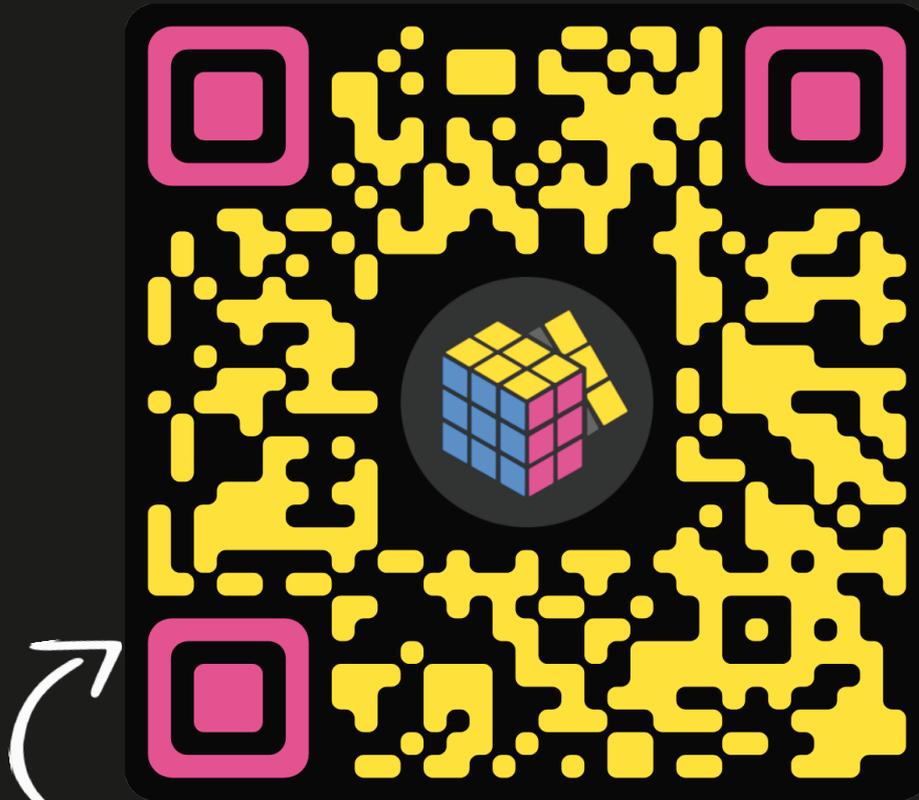
- 1. The practice of showcasing diverse cultures and backgrounds in advertising.
- 3. The act of persuading and influencing people through advertising.
- 4. A common advertising platform where users can create boards of various interests.
- 5. The process of influencing and persuading people through advertising.
- 6. A festival or event used for promotional purposes in advertising.



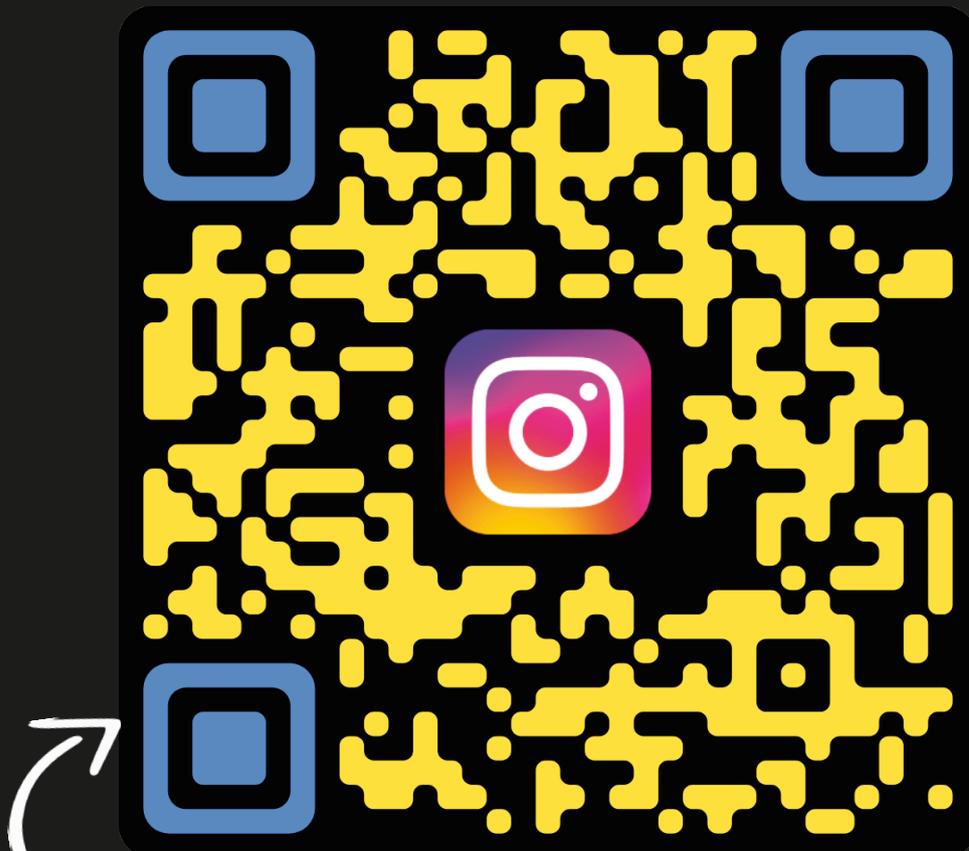
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