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2023

STREAMING SUCCESS

UNVEILING THE IMPACT OF ADS IN OTT SHOWS AND SERIES



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2023
SCMC, Pune
7th September, 2023

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Next

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EDITORIAL'S DESK



Rekindling the spirit of advertising Vigyap is here with its second issue from batch 2024. We have an array of magazines, blogs, a podcast, and a league planned for you. This quarter's magazine is centred around the theme:

"Streaming Success: Unveiling the Impact of Advertisements in OTT Shows and Series".

Being a cosmic industry, advertising aims to tap into various streaming experiences of the audience, through consistent strategisation. To supplement this, OTT platforms also need implementable tools such as storytelling techniques, viewer's streaming experiences, the power of personalising the ads, and ethical considerations, which form the sub-themes of this edition.

Have you ever wondered how successful OTT advertising campaigns impact brand recognition and sales?

With the guidance of Dr Kavitha Iyer, in this edition, we traverse into the viewer's streaming experience, catering to value addition rather than disruption. Stay tuned for the articles and club session feature pieces, comic strip scenes, advertorials, games, and much more to be uncovered.

- Damita Chowdhry & Priyanka Balya

START EXPLORING

*Note: all pictures in the articles have been used for academic purposes only

TOP SEARCHES OF THE YEAR

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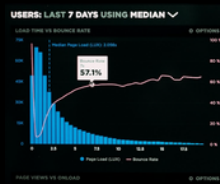
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2023-2024



THE FUTURE OF OTT ADVERTISING: AN INDIAN PERSPECTIVE

▶ PLAY + MY LIST

By Vidhi Agarwal

Amid the surge in streaming channels and online viewership, contemporary OTT advertising techniques are eclipsing the traditional TV advertisement landscape.

The evolving advertising sphere presents an array of targeted marketing opportunities. As viewers desire tailored experiences, *programmatic advertising will be the staple, steering the direction of OTT advertising in 2023.*

A significant advantage OTT advertising offers is **precision targeting**. For instance, advertisers can cater to a specific demographic watching a regional show on Voot, ensuring the ad resonates with the viewer's cultural and linguistic background. This precision boosts engagement levels, as was evident when brands like Swiggy and Zomato adeptly placed their ads in regional shows, reaching out to their desired audience.



Source: Lead Marketing Agency

The screenshot shows a video player interface. At the top, there is a Colgate advertisement with the text "दिव्याशु गणात्रा" and "भारत के पहले नेब्रसिन सोनी पुरालाइडिंग पाइलट". Below the ad, there is a video player for the show "Nazar" (Season 1, Episode 55, dated 1 Aug 2018). The video player includes a "Download" button, a "Watchlist" button, and a "Share" button. The video title is "Ansh Faces Vedashri's Ire" and the description is "Lives of awkward physicists Leonard and Sheldon change when a free-spirited beauty named Penny moves in n... more".

Source: Google

Interactive ads on OTT further augment user engagement. Netflix's experiment with interactive content like "Bandersnatch" allows advertisers to integrate clickable ads, enhancing user interaction and measuring direct response.

Even though OTT platforms in India offer a promising arena for advertisers, their responsibility lies with them to be innovative and ensure *their advertisements are captivating without being obtrusive*. As the OTT domain continues to change, it's clear that flexibility and ingenuity will shape the future of advertising in this sector.

CATALYSATION OF VIEWER ENGAGEMENT: USER DATA

VIGYAP ORIGINAL



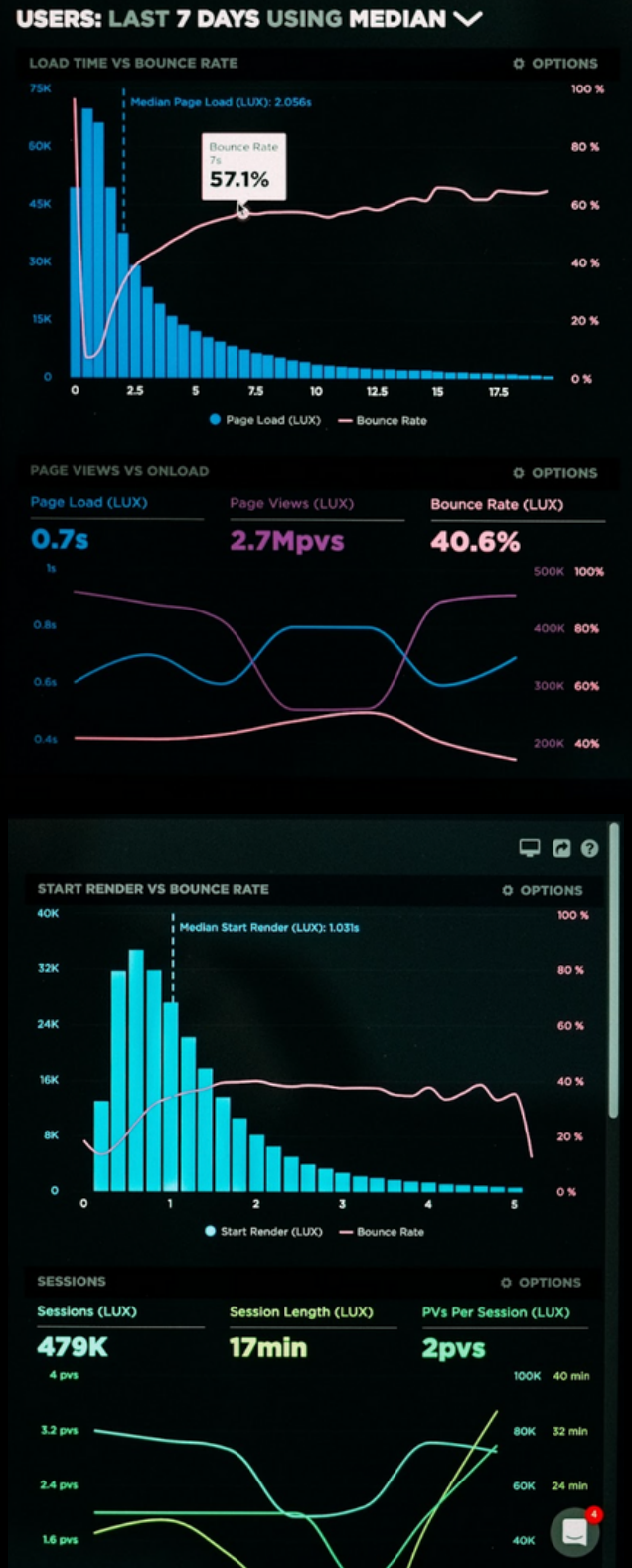
By Khushi Mohanty

The rapid proliferation of Over-the-Top platforms has fundamentally transformed the entertainment landscape globally. Accompanied by a shift in viewing habits and the impact of the advertising industry, OTT advertising has saturated a sizeable chunk of this market over time.

These platforms heavily rely on user data as the foundation for highly targeted ads. Central to the economic model are advertising and strategic utilisation of user data, with precise ad targeting as the key strategy.

OTT platforms employ multiple methods for delivering targeted ads. Firstly, using first-party data, which is collected directly from the user, such as viewing history, search history, and demographics. Secondly, using second-party data. To explain, such data can complement first-party data to give advertisers a more holistic view of their target audience. Targeted ads deliver relevance and engagement, notwithstanding ethical concerns.

They fulfil a dual role, serving the viewers' interests and the advertisers' objectives. Targeted advertisements allow advertisers to reach the target audience more efficiently and effectively, leading to higher conversion rates and increased sales. This implies that viewers will likely see ads relevant to their interests, enhancing their streaming experience.



Source: Unsplash

OTT ADS IN INDIA: LIGHTS, CAMERA, WOW!

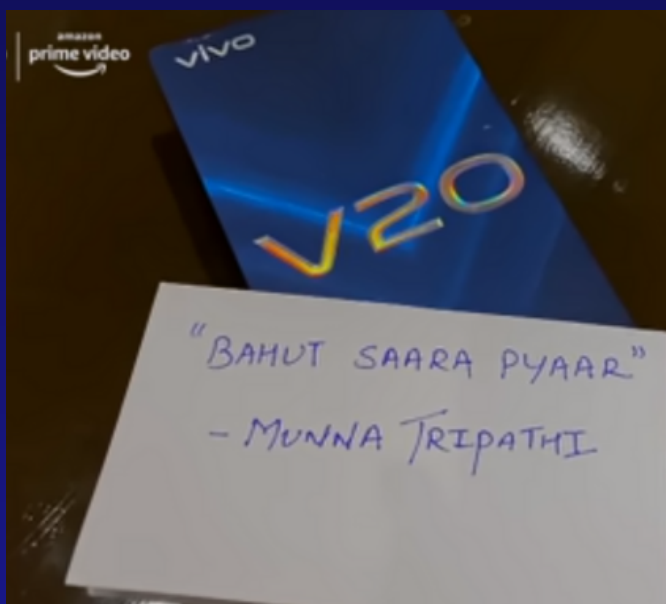
By Suruchi Kumari

In the vibrant world of Indian entertainment, where Bollywood and regional cinema reign supreme, traditional advertising tactics have had to evolve to stay relevant. Enter **Over-The-Top (OTT) advertising**, a medium that offers a unique blend of innovation and storytelling to captivate the Indian audience. Imagine watching your favourite crime thriller on an OTT platform

and suddenly, one of the characters starts using a well-known brand of smartphones or sips from a recognizable soft drink can. This unobtrusive integration of products into the storyline is called branded content. Indian audiences have been particularly receptive to this approach, as it seamlessly merges the familiar with the fictional. Take, for instance, the popular Amazon Prime series "Mirzapur." Viewers couldn't help but notice the characters' affinity for a particular brand of mobile phone.



Source: istock



Source: Prime Video Youtube

In conclusion, the Indian audience's appetite for innovative ad formats and storytelling techniques in the OTT space is insatiable. Whether through seamless product integration or personalized messaging, advertisers have found a way to create advertising experiences that seamlessly blend with the content, making a significant impact on the viewer's journey. As the OTT landscape in India continues to evolve, advertisers have a unique canvas to paint their stories, *ensuring that their brands resonate with the diverse and discerning Indian audience.*

A GLEAMING VISION



NIKE
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AIR FORCE 1

LEVERAGING THE POWER OF OTT ADVERTISING

By Sanjana Gandikota

As traditional TV viewership declines and audiences flock to streaming platforms, the rise of OTT advertising has been remarkable. Advertisers are seizing the opportunity to redefine how they connect with consumers.

This can be better understood by how boAt, a consumer electronics brand, came on board as a special partner for the seventh season of Koffee with Karan, streaming on Disney+ Hotstar. The talk show, hosted by eminent Indian filmmaker Karan Johar has been accused of cultivating sympathy for actors born out of nepotism despite continuing to attract a substantial viewership every season. With the complete sell-out of the show's advertising slots and Koffee with Karan becoming a Disney+ Hotstar exclusive, Aman Gupta, co-founder and Chief Marketing Officer of boAt, leveraged the power of OTT advertising to promote the brand.



Source: Youtube



Source: Youtube

This marketing approach enabled boAt to connect with the show's affluent urban viewers, thereby diversifying its consumer demographic, which had previously been centred around young adults.

Thus, harnessing the potential of OTT advertising to connect with large and engaged audiences on platforms like Amazon Prime and Disney+ Hotstar is an up-and-coming strategy poised for continued growth in the future.

This involved the deployment of streaming TV ads, featuring prominent celebrities like Kartik Aaryan and Kiara Advani, and seamless brand integration within the episodes. Karan Johar, the host, tactfully prompted the guests with questions such as "What floats your boat as an actor?" eliciting candid and occasionally emotional responses.

THE FUTURE OF OTT ADVERTISING

By Harsheen Kaur and Lavanya Bajaj



Over-the-top advertising is quite similar to advertising on TV but on streaming platforms like Amazon Prime and Hulu. As the world advances online, OTT advertising is taking over the conventional TV experience.

When we compare ads on TV and OTT, the OTT ads are perceived to be more influential. This is because OTT collects information on what people watch and how long they watch for. This data allows advertisers to create ads that speak to viewers' interests. The advertising experience on OTT keeps the viewers engaged and entertained.

With technological advancements, several trends will come into the picture that will redefine ad campaigns on OTT platforms. These include AI-powered campaign optimizations, unified cross-platform strategies, and enhanced personalization. Advertisers must adopt methods to reach audiences who use subscriptions or buy ad blockers.

This issue can drive them to develop sponsored content, product placements, and strategic partnerships with content creators or platforms.

Post-COVID, OTT platforms have been facing various threats such as pirated content and rising inflation, leading to increased subscription prices. The only way to retain viewers on OTT platforms is to ensure data privacy. The development of innovative targeting and measurement solutions that respect user privacy can guarantee customer loyalty.

In summary, OTT players will have to redefine their offerings. Focusing on user experience and considering partnerships with other companies can raise awareness and keep them on top of the game.



Source: Google

REVOLUTION IN THE DIGITAL STREAMING LANDSCAPE: HOW SKIPPABLE TRAILERS ARE GAME CHANGERS

★★★★★ 2015 1 Season

By Siya Rawal

CONTINUE READING

The COVID-19 pandemic and the subsequent imposition of restrictions have been a turning point for the digital streaming landscape. In 2022, an epiphany occurred, paving the way for a revolution in the OTT (over-the-top) industry: *It was Netflix's announcement of venturing into the advertising sector, igniting a wave of transformative changes.*

The use of skippable trailers for their original content has been a path-breaking innovation both in the OTT industry and the advertising world.

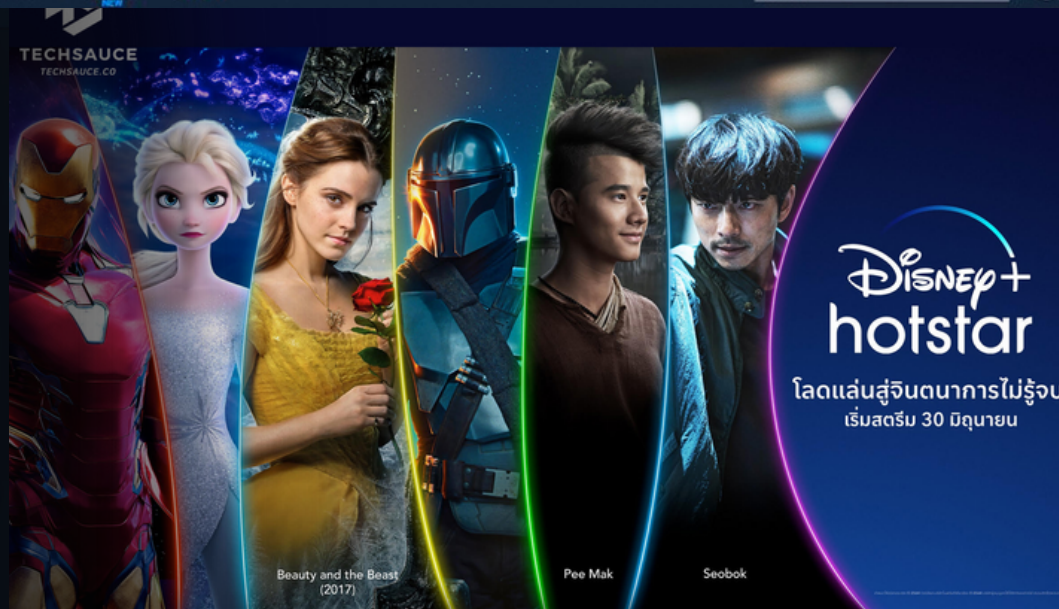


Source: Tech Business HQ

However, these prevent disruption by aligning with the viewer's interest and giving them a choice over its viewing process. These trailers help in maintaining a user-friendly and non-intrusive viewing experience. Being aesthetically pleasing, they boost user engagement and retention. Moreover, **the introduction of the "Basic with Ads" plan at \$6.99 per month** aimed to provide a 30% reduced-cost option for subscribers, allowing access on one supported device across 12 countries.

Competition and pressure in the industry has forced OTT platforms and advertisers alike to adapt to the preference of the viewers. These platforms employ various strategies to enhance the viewer experience while monetizing content. Some of these include offering interactive engagement options, *implementing limited ad breaks to minimize disruption, and personalizing ads based on the viewers' data, among others.*

CURIOUS CASE OF AD INTEGRATION



By Ishika Gupta

A necessary revenue generator, advertising has slowly permeated its way into the crux of contemporary yet prominent OTT streaming promoting a distant yet engrossing mode of consumption of entertainment. Ergo, the advertisements propagated in this medium should oblige certain standards while preventing any hindrance caused to the viewer.

A great example is Sony Liv's promotion of sponsors through exclusively curated content, such as a cooking show sponsored by a kitchen appliance brand.

Furthermore, Flipkart Video has taken such integration a step further through interactive and gamified ads sponsored by particular companies and brands not only increases viewer engagement but also sustains advertisers' interest. Another befitting advertisement placement is TVF Pitcher's artistic integration of products into scenes. These small bytes act as a short but adequate explainer of the product and attribute a sense of relatability to the characters through their humanised characteristics.

Finally, advertisers nowadays tend to display exclusive previews and sneak peeks of upcoming movies and shows, indirectly promoting their content and keeping the viewers on the edge of their seats with what's next to come.

In essence, the aforementioned are only a few examples that highlight the creative genius of OTT platforms that seek to not only fulfil advertisers' interests but also satiate consumer needs. In the future, more personalised or customized approaches within this forum could be expected as we move toward Web 2.0.



Source: exchange4media.com

AN ANALYSIS OF ETHICAL CHALLENGES FOR ADS ON OTT PLATFORMS

By *Rucha Katekar*



Source: djaxtechnologies.com

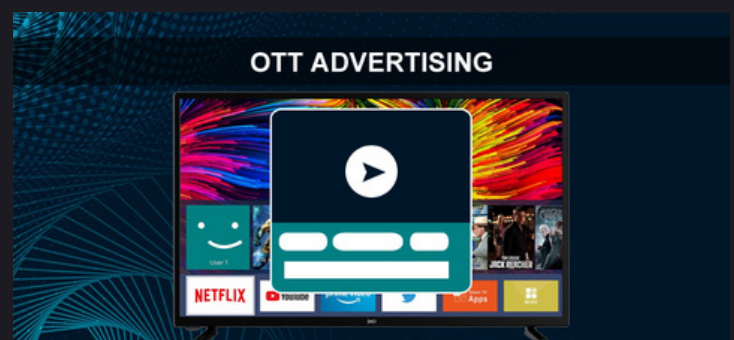
Ads in OTT shows have become increasingly prevalent in recent years, offering a new revenue stream for streaming platforms. However, their integration into the viewing experience presents several challenges and considerations.

One of the primary challenges is striking the right balance between ads and content. Unlike traditional television, where ads are scheduled at specific intervals, OTT platforms often insert ads during the show, interrupting the viewing experience. Finding the right frequency and placement of ads is crucial to avoid frustrating viewers and potentially driving them away.

Another consideration is the relevance of ads to the target audience. OTT platforms can access vast user data, allowing them to personalise ads based on viewers' preferences. The only downside to this is the breach of privacy. Striking a balance between personalisation and respecting user privacy is essential to maintain trust and engagement. Lastly, measuring the effectiveness of ads in OTT shows can be challenging.

Traditional metrics like reach and frequency may need to be revised in this context. Platforms must develop new measurement techniques to assess ad performance accurately and provide advertisers with valuable insights.

In conclusion, while ads in OTT shows offer new opportunities for revenue generation, they also present challenges and considerations. It is significant to have a balance between ads and content. Personalising ads, addressing ad-blocking technology, and developing effective measurement techniques are crucial for the success of ads in OTT shows. Streaming platforms can create a sustainable and engaging advertising ecosystem by navigating these challenges.



Source: thellogicalIndian.com



AI AND OTT ADVERTISING

By Aarohi Malvi

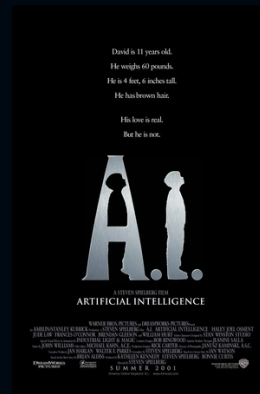
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In this dynamic landscape, personalization is king, and AI is its crown jewel. AI is reshaping the future of Over-the-Top (OTT) advertising, ushering in a new age of highly personalized, data-driven campaigns. To generate hyper-targeted ad campaigns, AI algorithms scan through massive databases that include viewer preferences, behaviours, and demographics. These campaigns ensure that viewers receive information relevant to their interests, resulting in much higher engagement and conversion rates. AI-driven personalization has increased viewing experience, from recommending products based on previous searches to providing contextually relevant adverts during live events.

Powered by AI, dynamic ad insertion is another game-changer in OTT advertising. Real-time data analysis enables AI to find the most appropriate adverts for viewers based on characteristics such as location and demographics.



Source: CoinGape



This contextual relevance guarantees that advertising is well-targeted and seamlessly interwoven into the content, making it more effective and less invasive. However, AI's impact extends beyond targeting and placement. It extends to ad content creation itself. AI algorithms analyze trends, user-generated content, and sentiment to develop ad copy, graphics, and videos that engage users and elicit favorable responses. This speeds up the creative process and guarantees that advertising remains relevant to the target demographic.

In OTT advertising, AI is a game changer, providing a win-win situation for consumers and advertisers.

Viewers benefit from a more personalized and engaging experience, while marketers may reach their target demographic more efficiently and maximize the impact of their advertising efforts. As AI advances, it is expected to play an increasingly critical role in determining the future of OTT advertising.



Advertorial Submitted by: Sanyam Kacker



Advertorial Submitted by: Alifiya Kazi



ART OF INTEGRATION



By Debdutta Sinha

Trending Now



Source: Koimoi

When OTT platforms were first introduced in India back in the mid-2010s, the basic premise of creating these platforms was to cut broadcasting middlemen and send content directly to the consumer. However, the art of integration on OTT platforms has allowed ads to seamlessly become a part of the viewer's streaming experience. In the ever-evolving world of streaming entertainment, platforms and brands have tried to thread the needle in various ways.

Let's take a look at the **#NetflixForAll** campaign made by Netflix India in 2022. The advertisement was made for pre-existing platform users, while informing non-users about the different subscription rates.

This advertisement featured on the platform several times. However, since the platform advertised the availability of content on its own platform, skip rates were low, and the CTR on the ad was reported to be around 10.7%, a healthy percentage considering the number of users Netflix has in India alone.

Product advertising on OTT platforms
A KPMG-Eros Now study reports that 38% of OTT subscribers are ready to give up traditional media in lieu of digital streaming. FMCG conglomerates need to find ways to penetrate this emerging space with a lot of untapped potential.

When traditional advertising doesn't seem to work in OTT platforms, subtle product placement is the way to go. As done by Zomato in the movie "Fukrey 3", subliminal messaging that alludes to products and services offered is one way to capture the audience's attention while not interfering with their consumption of content.

In conclusion, the art of integration has revolutionised how advertisements coexist with the streaming experience. When done right, ads become a valuable part of the content landscape, allowing brands to connect with their target audience while ensuring viewers are engaged, striking the perfect balance between content and commerce.

Netflix had shown a sharp growth at the beginning of 2020, with the onset of COVID. However, sometime after that, the platform demonstrated a growth slump. With more home-grown competitors gaining popularity within the OTT industry, the platform had to enforce innovative marketing techniques to attract a larger subscriber base.

So Netflix launched the "StreamFest" campaign in India from December 5th to December 6th, 2020. This coincided with the holiday season and was designed to lure potential viewers during a period when people typically spend more time watching content. During the campaign period, Netflix allowed non-subscribers to access its platform for free. This was a significant departure from its usual subscription model.

The commercials appeared across a number of OTT platforms, highlighting the concept of "free access for a weekend" and showcasing the variety and exclusivity of content available on Netflix. Moreover, people could even stream content on smart TVs, gaming consoles, etc. making it convenient for a wide range of audience.

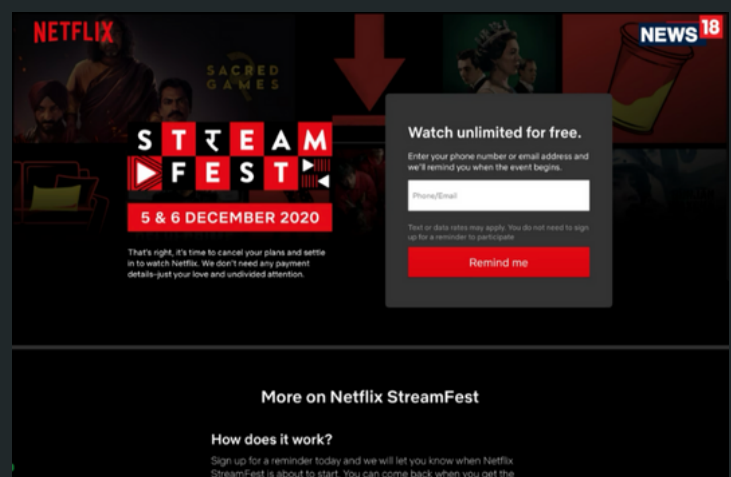


Source: Youtube Ads

One of the most obvious impacts of this campaign was an increase in app downloads during the promotion period, with the reach seeing a spike of 13 per cent during the weekend of 5th-6th December. This campaign led to a substantial boost in Netflix's brand recognition in the Indian market. The campaign not only attracted existing OTT viewers but also introduced many non-users to Netflix's brand.

Thus, Netflix's "StreamFest" campaign was a well-executed initiative that showcased the potential of OTT advertising as a tool for brand penetration.

By Reva Lakhmani



Source: News18

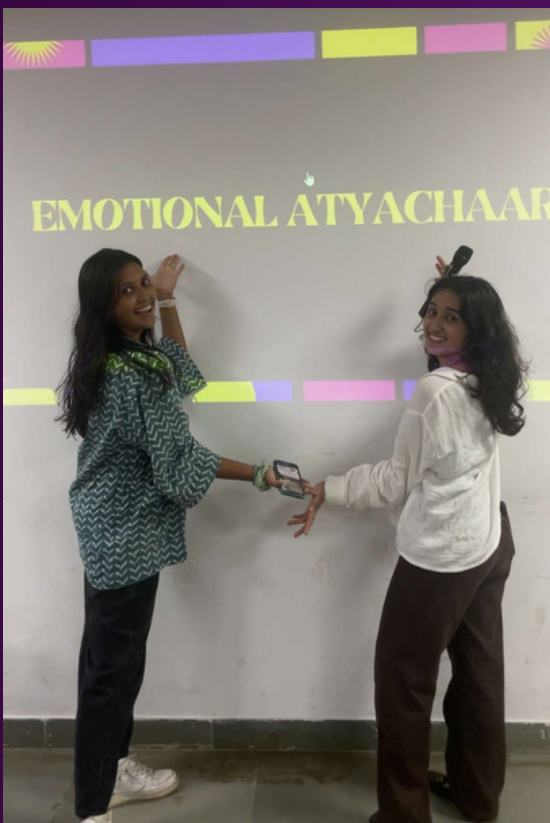
INTRODUCING SCMC'S FIRST AD CLUB SESSION FOR THIS ACADEMIC YEAR!

By Rucha Katekar

Ad club heads Damita Chowdhry, and Priyanka Balya hosted SCMC's very first ad club session for the academic year of 2023 on 27 October, and it was an exhilarating success. The world of advertisements was taken by storm by the ad enthusiasts of SCMC, wherein various advertisements were closely dissected and analysed.

The session started with an exciting icebreaker, 'What Went Wrong?'. The club heads introduced the game by informing the participants of the rules - three ad campaigns were shown in the class, and the participants were asked to give their insights on why the ad faced backlash from the media and the general public.

The ads shown were **Starbucks** (It starts with your name), **Manyavar** (Kanyadaan ad) and **Titan Raga** (Boldly Beautiful).



Following **What Went Wrong** came the next segment of the session entitled '**Emotional Atyachaar**'. This was the main segment of the session, which required the participants to form groups of 4. Each group was then asked to pick a chit that contained one emotion, such as happiness, anger or sadness.

The groups were instructed to take up any product and create an ad incorporating the given emotion. Once the instructions were given, the groups were given 15 mins to brainstorm ideas, following which they had to present their ideas.

Without a doubt, both events were a gigantic success as students were able to understand and implement the topics accurately. The session ended with unveiling the theme of Vigyap's Issue 15.

ENTERTAINMENT PAGE

WORD SEARCH

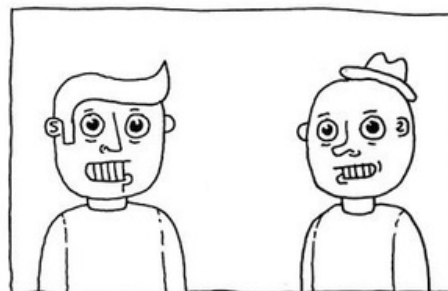
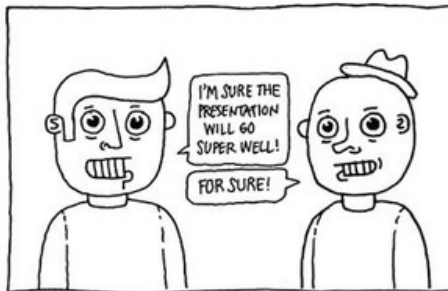
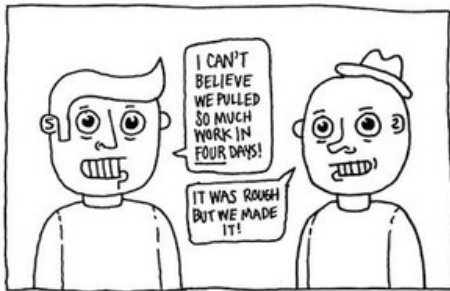
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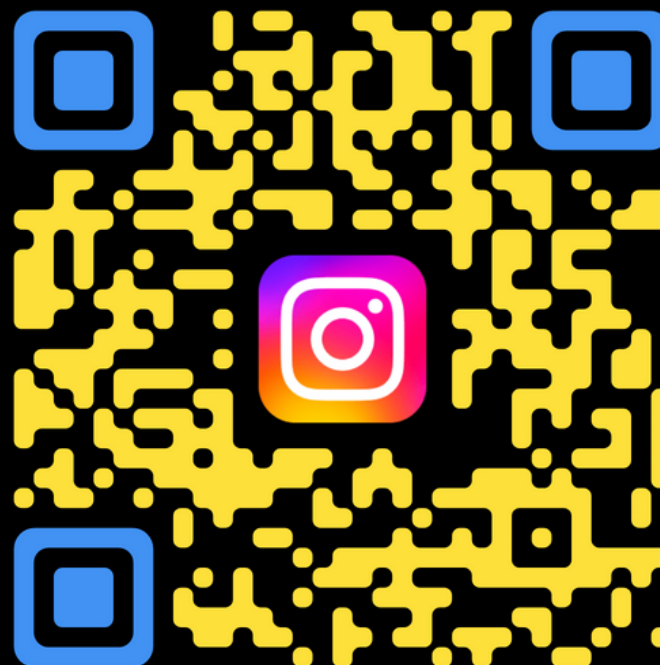


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