



An Exploring New Developments in the Promotion of Fast Moving Consumer Goods in India

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Abstract: *In today's world, advertising is crucial. We can't even conceive of a working marketing plan without first having a well-executed advertising plan. an successful marketing strategy is usually the result of a well-executed promotional campaign. Advertisements aid in both gaining and keeping clients. Important promotional strategy is essential in today's cutthroat economic climate. This study is conceptual in scope and aims to examine new directions in promoting FMCG in India.*

Keywords: *Emerging Trends, Advertising, Fast Moving Consumer Goods.*

1. INTRODUCTION

The advertising industry in India is expected to be worth more than \$10 billion by the end of 2019. The hawkers who call and sell door to door are the pioneers of marketing in India. Classified advertisements were the first in the annals of advertising. First advertisements are published in Hicky's Bengal Gazette, India's first magazine (weekly). Before the start of the 18th century, "advertise" meant simply "inform," therefore the first newspapers and magazines announced births, funerals, the arrival of merchants from European nations, the sale of house furnishings, etc. The Bengal Journal (published for the first time in 1785) was one publication that provided free official ad space. Most of these periodicals featured only advertising on the front page. By the start of the 19th century, reductions and specialised services were also being advertised. Many businesses made use of the press-release sections of newspapers and magazines to break into the industry. As the commercial sector grew, so did the power of advertising.

British business ads increased dramatically as the effects of the industrial revolution grew more profound on our society. During this time period, "agents" thrived as local contractors, securing newspaper and magazine ads on revenue. The marketing sections of major dailies like "The Statement" and "The Times of India" provided "agents" with access to their own offices. That benefited every advertiser equally.



Literature Review

S.No.	Author(s)/(Year)	Purpose	Journal	Findings
1	R. Logambal (2016)	Study explored the Emerging Trends In Advertising	IOSR Journal of Business and Management	Research suggested that emerging Advertisement can inform people about different products and services, their utilities, cost and other requirements, and help us in making better purchases. And these Advertisements create a brand name for the product being promoted.
2	Sinha, Kumkum & Modak, Kali C.(2019)	Study focused on the customer awareness and Perception for Mobile based Augmented Reality (AR) Advertising	UNNAYAN: International Bulletin of Management and Economics	Study demonstrated that AR is the technology which is widely used by advertiser these days to market their product. It was observed that the respondents were more interested towards products which used the concept of AR advertising whereas the inclination of the customers towards traditional advertising was low.
3	Swati Yadav et. al	Study investigated the Emerging trends in advertising media consumption: a source of business promotion	International Journal of Management Research & Review	Research concluded that how advertising management had advanced itself over the period of time and how business organization can benefit by this changes.
4	Usha rani Narayana (2007)	Study examined the Trends in Indian Advertising	Communication Today	Findings suggested that trends in Indian advertising to understand how advertisements have attempted to change the



				consumption and behavioral pattern of consumers. It also studies the trends in copy writing, visualization and advertising campaigns besides persuasion techniques adopted to sell products and services
5	Arvind Jain (2019)	Study attempted to examine the Emerging trends in the advertising industry	Pitchteam	Findings revealed that Advertising will observe an increased shift from television and even social media to an extent, to o-the-top (OTT) platforms such as Netflix, Hotstar, and Amazon Prime among others. The plethora of genres offered by these platforms to engage audiences (of all age groups) is immense providing a wide array of opportunity for advertisers.

2. RESEARCH METHODOLOGY

As the title suggests, this study is conceptual in nature. This study examines a number of new approaches to promoting FMCG with an eye on achieving the study's stated goals. New advertising trends for FMCG were analysed by looking at a number of research publications.

Recent Trends in Advertising:

Marketing strategies in the present day have undergone a radical transformation. Before the advent of digital media in the late 1990s and its subsequent meteoric rise in popularity beginning in the early 2000s, makers and makers had to rely mostly on traditional forms of advertising like radio, print media, and brochures to get the word out about their wares. If you are looking for a profession in which to build a career and a sustainable income, advertising is a great choice. Numerous schools provide Advertising degree and diploma programmes, both on a full- and part-time basis.

Marketing an item using a social media site (like Facebook, LinkedIn, or Hi5.com) or other high-traffic website is a relatively new method in the advertising industry. Promotions of goods on social networking sites (such Facebook, LinkedIn, Hi5, etc.) typically aim at narrowing their audience. With the advent of Facebook apps, a hitherto nonexistent kind of online consumer-brand engagement was born. There are new avenues to explore as a result of the rapidly developing innovations that are shaping customer preferences and habits. Here are some new directions in promotion that will make reaching your audience more engaging and efficient.



Following are the emerging trend in Advertising

1. AR and VR based advertising
2. Moment Advertising
3. Emotional Advertising
4. Digital Advertising
5. Negative Advertising
6. Social Media Advertising
7. Creative Advertising
8. Cause based Advertising
9. App based Advertising
10. Contextual advertising
11. Connected TV and over-the-top
12. Voice search advertising

AR and VR based advertising

Virtual reality (VR) and augmented reality (AR) provide marketers a chance to give their target demographics a once-in-a-lifetime experience. Customers are more likely to buy something from a store if they are provided with a positive tailored shopping experience that simplifies the selection and buying processes. IKEA, a furniture retailer, uses augmented reality in its IKEA Place app to let users virtually place products in their homes to see how they'd appear. VR's systems interact are helping it gain popularity as a medium, and it's quickly replacing traditional online and display ads.

Moment Advertising

Moment branding is a brand-new strategy that may be utilised by companies to target the mass client. Utilizing instant marketing strategies allows you to capitalise on the current situation. The true approach, sent at the appropriate time, is the goal of moment branding. Advertisers need to pay close attention to the timing of their campaigns.

Emotional Advertising

Human emotions including happiness, sadness, amazement, and anger may be sparked by well-placed advertisements using emotional appeals. Using these four groups, marketers are leveraging feelings to increase engagement and visibility. When used effectively, sympathetic branding may sway consumers to act based on their emotions.

Digital Advertising

Digital marketing encompasses the use of any electronic medium to disseminate promotional messages or inform consumers about a product or service. In addition, this include digital advertising, social media, etc.

Negative Advertising

Companies may use negative ads to get consumers interested in their product. It's useful just in the short term for increasing the business's market share.

Social Media Advertising

Advertising via social media is utilised on sites like Facebook, WhatsApp, YouTube, etc. Cost-effective and hugely popular with today's youth, these strategies have quickly become the norm for marketing a broad variety of products.



Creative Advertising

Because traditional advertising may be boring and ineffective, several businesses have devised creative strategies to entice customers. The ad agency here develops a novel plan of action.

Cause based Advertising

Cause-based promotion is just what it sounds like: an ad campaign that promotes a cause or a concept over a service or item.

App based Advertising

Shopkick employs this method in its app-based promotional tool by introducing potential consumers to businesses that may be able to convert them into buyers. In-app advertisements may be implemented in a number distinct methods, like as Advertisements that show as a banner while a user is perusing an app are known as "banner advertising."

Contextual advertising

The solution is contextual ads, which analyses a user's online behaviour to learn more about his or her interests and preferences. With this broad demographic information, advertisers may better tailor their messages to the page's audience. Authorities in the United States are mulling over the possibility of implementing laws similar to those of GDPR (as is currently the case in California), which might increase the value of context to advertising.

Connected TV and over-the-top

Advertisers are growing increasingly fond of CTV/OTT ads as cord-cutting rises and more people choose to watching attached TV and over-the-top (OTT) apps rather than traditional linear TV. A rising number of gadgets (Apple TV, Amazon TV, Roku, etc.) and apps offer a vast array of material, displacing the need for cable subscriptions.

Voice search advertising

Advertising for voice-activated search engines is now a hot topic, with several firms actively developing solutions. The goal of this initiative is to deliver timely advertising on desire to facilitate instantaneous item buying choices by consumers.

3. CONCLUSION

People's media consumption habits might be influenced by advertisements. We have the ability to make our own decisions, to think critically, and to persuade others. The development of a decent and healthy society hinges on the way in which this authority is exercised. New forms of advertising may educate consumers on a wide range of goods and services, including their benefits, prices, and other requirements, allowing for more informed decision-making. And the ads help turn a product into a household name. Sales go up because consumers remember the brands they see in memorable commercials. The newly-emerging field of advertising is crucial to any company's success because of the impact it has on persuading consumers that their product is the best on the market. Some characteristics are essential for effective advertising. To begin, it needs to appeal to people's sense of beauty and human psychology. To put it simply, people dislike wasting time on matters that are of no interest to them. Therefore, effective advertising requires brevity. To that end, which firm is responsible for the most cutting-edge and modern advertisements? The company's profits have increased, at least.



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