

# Advertising strategies in sri lankan market

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FMCG Product - Panadol Advertisement Most of Panadol advertisements are really consistent with Brand Identity . This advertisement also carries the brand identity well. When we analysis this advertisement, it is a reinforcement advertisement while educating customers how to use the product. Panadol is mass product but different advertising campaigns run to attract each segment such as middle class customers, upper class customers, children, elders and some sickness and general brand building advertisements. Each campaign is not badly affected on the other segment .

If we compare this advertisement with Three wheeler driver and the self-employed mother advertisement we can understand the difference well. But all campaigns carry the Brand identity well. This advertisement was targeted upper middle and upper level customers who are educated enough to decide their OTC drugs without getting doctor's recommendation. Non educated mother never do it without asking doctor. Brand is more prominent throughout the advertisement. Brand positioning is also well establish in this advertisement. Panadol is trust painkiller for many years in Sri Lanka and people believe it is best solution for small sickness.

This advertisement also show the trustiness of happy mother with three children Consumer Insight Consumer insight of this panadol advertisement is that the mother is a family knows about her children well than any other person and mother's caring is not compare with anybody else. Our mother knows how much we eat, how much we drink, what we need, what we like and dislike and children are so bonded with mother than father. Mother's primary responsibility to care all her children. She is the family member who decide what and how much for each person.

This insight is true in majority of Sri Lankan families. Even elder children are depend on their mother. Sometime, even father is depending on mothers opinion for this kind of situation. Advertising Idea Panadol wanted to use this insight and educate customer to use Panadol as OTC drug for their children without doctors' prescription. But due to it is drug, they should use the perfect dosage. Therefore , the person who gives medicine for children should be well aware about this. And Mother is the perfect person for this. However, she should follow the age and weight of child to decide the dosage. With panadol box images advertisement well explain the dosage and benefits of the product.. Relevance to Brand and the Consumer It is relevance to brand and consumer both. By educating target customers how to use it as OTC drug, they can achieve the brand targets . it is the perfect way to use the panadol for children. We know for sure, for elders, two panadol is enough. But for children, the ml dosage is varying with the age and weight. Some mothers just do it as doctor prescribe only. But if you know the age and weight we can do it ourselves. This advertisement carry this message to consumer.

Every mother knows the age of her children and weight with immunization record book. Further weight measurement for toddler and kids are primary responsibility of mothers. Therefore it is difficult to convince the message and consumer or parents are more confidence about what they give to her child. Use of Symbols and Colors Panadol is a mass product and their advertising campaigns are targeted for each segment. This advertisement was for middle, upper level customers , specially educated mothers to

reinforce the brand. They are more forward to take own decision. The mother of the advertisement shows the target market well.

Environment of the advertisement school children's water bottle, and the house environment shows the target market precisely. Orange, red and mixed yellow has used to keep the brand constancy of brand colors. And blue, pink and green used to highlight the children for water bottles. Kitchen, and rack of medicine also indicate the middle and upper level consumers Product and brand is well established in the advertisement. Mother ( model ) is giving high attention to bottle of Panadol and box of panadol is highly emphasizing with the brand. That means brand and the product is the hero of the advertisement.

Consumer Learning and Involvement It is a cognitive learning for consumers. They have to understand how to use the product. Before give panadol for little children ( specially infants and kids) mother or parents should know about exact dosage for their child. With the growth of child, dosage is changing. The chart of the box of Panadol well explain it and advertisement also try to get attention to that by high lighting three age limits with different dosage. This product is low involvement product. Customer do not need or research extensively before buying panadol. It is OTC drug more similar to FMCG products.

However this advertisement is not fully emotional ad to create emotional feeling of customers.. It is educating customer to think before use Panadol for children by showing how to use panadol for different age. Customer insight is used to bring the emotional feeling with showing mothers' day today life extend to caring her children. Suggestions to Improve Overall this

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Panadol advertisement is good enough to educate target customers to use the correct dosage for children and it is mix of rational and emotional advertisement. However there are some improvements can be suggested as well.

The model they use for mother is not precisely matching to target audience. If a mother has three children, she should be 30 plus ( average). And this model is too young for the real mother position. They have not use three children there. But use three water bottles and some cartoon dolls to explain about three children. They could use three children from different age limit with situation where they can use Panadol before going to doctor consultation. Such as small increase in temperature etc. Durable Product - Singer Washing Machine Buying a Washing Machine is a high involvement decision and Singer has done it is other way around.

By using customer insight, they have convert this high involvement rational decision to low involvement and more convenience product similar to FMCG product as a gift giving with a surprise to wife. This advertisement is encourage the middle level consumers to buy a washing machine with easy payment option. Consumer Insight In Asian culture including Sri Lanka , middle class house wives are more indirect demanders. They never asking what they need from husband but to expect husband to understand all her needs and fulfill. House wife do all the home work and husband take the responsibility for earning and spending too.

Sometimes Spending will do together. But due to wife is not earning, she is more towards to other way. However, every women love to have many electronic items at her home even though it is necessary or not. If we look at

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middle income level houses, ladies are more towards collecting those durable items. Advertising Idea This advertisement has used this insight of women and the culture to encourage men to think about their wives and fulfill their needs to have better family life. Advertisement shows the difficulty of women face at home which is not always visible to husbands due to they are away from home day time.

But wife do great job with caring the come. However, middle income level people do not have the affordability for a washing machine. That is the main reason that wife also not demanding such expensive item, even though she love to have one. Advertisement offer the solution by offering easy payment option. Relevance to Brand and the Consumer Signer is not a premium brand but offer durable products. Therefore depending only on high income earners will not enough and all companies and brands who are in the industry is expending the target market with different approaches.

Easy payment option is the best method to encourage this segment. It clearly explained the relevance of product and brand showing the requirement of the product for clothes cleaning. From the point of customer also, it is highly relevant. We all need to clean our clothes and when the number of family members is increasing, this is a major task of house wife's everyday life. Use of Symbols and Colors This advertisement try to use symbols and colors to convey the message well keeping the brand identity too. To demonstrate the middle income level family they have use the urban flat house. The seriousness of washing and leaning is showing with extended family, wife, husband, one child and grand father too. House wife is well demonstrate, she is cleaning clothes alone and preparing meals and serving

to family members. All others are waiting on dining table. Color usage of the advertisement is not very much effective. Blue, yellow and red used for clothes, but it is not consisted with the Singer Brand. To demonstrate the consumer insight, they have used the grandfather to create the credibility of the insight ( Ganu Kawada da hitha Kiwwe) Brand and the product is well established. The need of product is highly emphasizing.

Showing the actual product and the brand, advertisement try to get the attention from viewers for the brand and product Consumer Learning and Involvement This area is debatable in this advertisement. Normally durable products are high involvement decision making and consumer learning also high. It should be cognitive learning of how to use, benefits, features etc. However , this advertisement is created based on totally consumer insight mention above arose the emotional feeling of consumers to think about house wife. Cognitive learning on this advertisement is to think about, how women think and their expectations.

It is persuade to buy the product with easy payment system Suggestions to Improve As explained above , even though this is durable product, it has gone as low involvement product and use the consumer insight of surprising wife with gift giving. It is no argue, this insight is great to influence consumers. However, due to this is not a product which is just use and remove, it should be selected carefully. That message is not deliver through this advertisement. If it can explain the features of benefits, it will be more benefits for their buying decisions. It just say about easy payment method, but customer has to research about it.

In that case it is high involvement decision. Further, they should use color in theme to distinguish the brand from other competitor brands. Because easy payment method is not a unique method for them, it is common to all other competitors too. They could use some nice song or music to remind the brand.

Service Advertisement - Janashakthi Full Option Janashakthi full Option advertising campaign is encouraging customers to use the full option insurance which bundle some additional services. This campaign is integrated marketing communication campaign and Press advertisement is one medium which is extending from TV commercials.

They have taken one last part of the TV commercial and emphasis the services they offer.

Consumer Insight This entire campaign has built based on some unexpected difficulties in real life such as days without having daily income is more difficult, unexpected happening at special movement is really embarrassing our lives etc.

Advertising Idea This entire advertising campaign based on this insight, when we have difficulties and missing something, our lives are not complete and we are not comfortable as well. Unexpected situations in life may not be avoided.

We should have backup plans to make it easy when we face such a situation and insurance is one way to do it. Janashakthi full option offers some benefits to make customers life easy and great.

Relevance to Brand and the Consumer Getting customer attention is very important for Brand and the product, motor insurance is highly competitive and need to keep consumers top of awareness is really value. This advertisement is reminding target customers having Full Option policy will make their life easy and great.



Consumer also understand the need of insurance policy other than legal requirement. Happiness due to easy life is matter for everyone.

Use of Symbols and Colors Usage of symbols to demonstrate the idea is great. They have taken the car rental driver went for wedding hire which is really important. Typical driver has taken and insurance agents friendly service is well demonstrate with gentleman having hands on driver's shoulders. Wedding car demonstrate the importance of the service. Color usage is really good by associating brand colors which is Yellow and Black. Logo and brand name is well establish, brand is hero not the models on ad. Services are well noted and contact number given for more information gathering. Consumer learning and involvement

Consumer learning is just to get the fear of facing bit embarrassing situations and having the service remove their fears with happy face. Getting a motor insurance policy is little high involvement decision and they need to look at the core benefits and additional benefits they gain before take the policy. However, advertisement is not rational cognitive learning encouragement. It is feel advertisement with emotion and rational combination. Suggestions to Improve Due to Press advertisement, they could give more information to evaluate the service. Press is not like TV commercials creating great emotional feeling.

Press is great to educate customers. When we look at this press advertisements, they just mention the services they offer and no much information given. Customer learning is less and if they need, they have to call and get the information. It is better to list the services with some good information to encourage customer to think and evaluate the service. Further

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this explain only one situation to make the fear on target customers, however, by using graphics , they could create different situations where we face difficult in real life. Combination of TV commercials. If they want to make only emotional appeal. It is the best way.