



## A study on Brand Projection of FMCG Products through Advertisements

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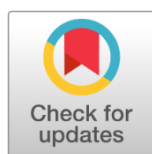
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**Abstract:** Branding aims to create an identifiable name, symbol or design, or a combination of these to distinguish the products of a producer. Brand plays a significant role in demand creation and customer retention for any product. The importance of branding is immensely felt in case of Fast Moving Consumer Goods (FMCG) products where close substitutes are readily available and imprint of the product on the customers' minds decide the actual sale. The advertisers aim for brand association, brand distinction and brand recognition due to closeness of substitutes. In this study, 50 leading FMCG products were selected from 9 sectors and their branding strategies along with the core messages as displayed through those advertisements were assessed. It is seen that the brand name, logo and slogan are given immense importance by the advertisers. The more intense is the competition, the more aggressively the brands are emphasised through advertisements.

**Keywords:** Advertisement, Brand, Logo, Market, Sales.

### Introduction

Branding is a marketing practice of creating an identifiable name, symbol or design, or a combination of these to distinguish the products of a producer. Tanya (2015) defined brand as a set of tangible and intangible attributes designed to create awareness and identity, and to build the reputation of a product, service, person, place or organization. The holistic perspective of branding as a long-term strategy includes a wide set of activities ranging from product innovation to marketing communications. Upendra and Mishra (2012) in their study explained brands as conditional, intangible and legal assets for firm that acts like signal of perceived value to all the stakeholders. The perceived value (benefits) may range from functional to psychological

associations. Nan (2014) showed that branding can provide a good position and value for a manufacturer as people give importance to brands. The results indicated that for a successful marketer and to generate profits in the midst of competition, good brand name is equally important as are design of good products. Mary and Majken (2001) concluded from their study that corporate brand management is a dynamic process that involves keeping up with continuous adjustments of vision, culture and image.

The consumers trust brand name and often purchase well-known brands since they are aware of the brand performance or perhaps they have a good past experience and customers become loyal with the specific brand. People purchase the branded products with the belief that brands show

their status and life style in the society. Moisescu and Gica (2007) in their study defined that a set of fundamental factors like geographic image, product quality etc. must be considered when establishing a brand strategy and assessing the consumers' evaluations. They also explained that brand extensions and co-brandings are becoming increasingly popular and more firms are trying to get benefit from their established brands by expanding their range of products and presenting insights into the factors contributing to success or failure.

Kohli and Labahn (1997) explained that brand naming does not receive the attention it deserves in many cases. To probe this anomaly, they conducted follow-up interviews and the results revealed that while companies intend to carefully execute the task, the objectivity often gets sidelined because of time pressures. While the costs of performing brand-naming tasks are easily identified, the costs of shortcutting of the process are unknown and extremely difficult to estimate. Afreen (2018) in her study explained brand perception of consumers on brand association and preferences to select brands. The results revealed that consumers are highly aware about sales or discount offers associated whereas the awareness level on product segments and product specifications are comparatively low. The study on brand preference shows that perceptions of consumers were highly positive with regard to preference of brand on the basis of performance and quality but the consumers were less perceived towards influence of reference groups.

Grinsven and Das (2014) in their study showed the effects of logo design complexity and exposure on brand recognition and brand attitude. Their findings state that unfamiliar logos and experimentally induced degrees of exposure effects of logo complexity on brand recognition without external influences. Thus, for FMCG products, simple logos are preferred as consumer attention and involvement are low and brand logos need to be recognized easily and fast. When a company aims to introduce a new product or brand via a long-lasting, sustainable advertising campaign, complex brand logos are recommended: exposure will be frequent for a longer period of

time. When introducing a new brand or product with a short and intense guerrilla marketing campaign, simple logos are recommended: exposure will be considerable for a short period of time; however, attention will drain away after the guerrilla marketing action is over. Mahajan (2014) said that logos can be used in conjunction with the name to speed recognition of a brand and it can also be used in place of the name when there is a space or time constraint. She pointed out that logo can be redesigned to include the introduction of a new line of business or product, a shift in the marketplace or consumer behaviour, or to target a new audience.

### Objectives of the Study

From the review of literature, it is evident that brand plays a significant role in demand creation and customer retention for any product. The importance of branding is immensely felt in case of FMCG products where close substitutes are readily available and imprint of the product on the customers' minds decides the actual sale. Advertisement thus becomes immensely important for creation of long-lasting imprints to convert customer's interests into actual sale. The advertisers aim for brand association, brand distinction and brand recognition due to closeness of substitutes. Any laxity on the part of the advertiser might cost the product heavily in the long run. The present study makes an analysis of advertisements of select FMCG products to assess how brand imprints are targeted through them.

### Data and Methodology

Digital media has become a prime source of advertisement and promotion in modern India. The corporate houses have acknowledged the power of the net and have preferred online advertisements besides other conventional forms. For the purpose of this study, 50 leading FMCG products were selected from 9 sectors and their branding strategies along with the core messages as displayed through those advertisements were assessed. Based on such assessments, sectoral assessments and conclusions have been drawn.

## Findings from the study

Brand Name	Display of Brand Name and Logo in the Advertisement	Slogan	Message through advertisement
<b>Sunsilk</b> (Hindustan Unilever Limited)	The brand name is shown twice and the logo showing a small tiny ball with flame is displayed four times.	Life can't wait.	The hair after using the shampoo becomes ready for anything as the product drives away the hair monsters and makes hair smoother, softer and shiny.
<b>Clinic Plus</b> (Hindustan Unilever Limited)	The brand name is displayed throughout and the logo of the mother and daughter within a drop is shown twice in the advertisement.	Meri Beti Strong.	Mother insists her pre-teen daughters to experiment everything with their life which they cannot be made. The ingredients of the product help to grow strong hair and protect hair from damages and gives freedom which made daughters stronger than their mother.
<b>Dove</b> (Hindustan Unilever Limited)	The brand name and the logo of a bird are thoroughly shown in the advertisement.	Give your hair just the right level of care.	The product made the hair stronger and with its continuous usage reduces damages and provides nourishment for healthier hair which expresses what you are.
<b>Johnson Baby Shampoo</b> (Johnson & Johnson Pvt. Ltd)	The brand name and the brand logo of a drop of tear are shown twice in the advertisement.	Say goodbye to tangles. No more tears.	The product is free from the acidic effect which is found in soaps and makes rinsing of hair easy and cleans the scalp perfectly without leaving any adverse impact on the protective layer.
<b>Head &amp; Shoulders, Anti-Dandruff Shampoo</b> (Procter & Gamble)	The brand name and the brand logo of swirl are shown thrice in the advertisement.	You never get a second chance to make a first impression.	The product protects hair from dandruff and makes them strong which generates confidence and it reflects your personality.
<b>Pantene Pro V Shampoo</b> (Procter & Gamble)	The brand name is shown six times and the logo of shining hair is displayed four times in the advertisement.	Hair so healthy that it shines.	The product makes the hair stronger from root to tip, prevents hair fall and strengthens hair.
<b>Sectoral Assessment:</b> It is observed that in the hair care sector (shampoo) the advertisements mainly reflects the core functions of the product and the company tries to establish the product name and product logo to capture the consumers' attention.			

<b>Surf Excel</b> (Hindustan Unilever Limited)	The brand name and brand logo of stain mark are shown in the advertisement.	Daag ache hain (Stains are good).	The dirt on clothes may make closeness in relations and it is accepted because the product can take care of dirt and stain.
<b>Rin</b> (Hindustan Unilever Limited)	The brand name is shown twice and the logo of a spark of light is displayed thrice in the advertisement.	Chamkte Rehana (Keep on shining).	The product creates spotless white, removes yellowness and makes the cloths look like brand new.
<b>Tide</b> (Procter & Gamble)	The brand name and the brand logo of Orange-and-yellow bulls-eye are shown thrice in the advertisement.	Put stain away and brings shining whiteness.	The product cleans the shirt in such a way which surprises regarding the whiteness of the shirt and encourages husband to prepare new dishes for his lovely wife.
<b>Arial</b> (Procter & Gamble)	The brand name and the brand logo of stain are shown throughout the advertisement.	Chamak Rakhein Naye Jaisi (Keep Shining like new).	The product changes the entire landscape of washing through innovation, determination and teaches how to share the family load.
<b>Nirma</b> (Nirma Private Ltd.)	The brand name and the brand logo of a little girl twirling around in her white frock are shown only once in the advertisement.	Better Products, Better Value, Better Living.	Women come forward to help the society as the product cares for dirt those results from such benevolent acts.
<b>Sunlight</b> (Hindustan Unilever Limited)	The brand name is shown four times whereas logo with varieties of colors is shown thrice in the advertisement.	Spread the brightness with love and care.	People care for their beloved ones just like the product cares for the colour and texture of cloths.
<b>Sectoral assessment:</b> It is observed that in the detergent sector (washing powder and bar) the advertisements mainly reflect the benefits that clean clothes give to the wearer in the form of enhanced esteem, confidence and acceptability. Due to closeness of substitutes, most advertisers prefer to display the brand name and logo several times along with the potential benefits from the product.			
<b>Tata Tea gold</b> (Tata Consumers Product Ltd.)	The brand name and logo of a cup of tea covered by a tea leaf are shown thrice in the advertisement.	Dil ko na kahoge toh pachtaoge (You would suffer if you don't open up your heart).	The product gives feelings of rich taste and irresistible aroma from its natural ingredients which boost anyone to take hearty decision.

<b>Brooke Bond Red Label</b> (Hindustan Unilever Limited)	The brand name and logo of a cup of tea surrounded by love sign are shown twice in the advertisement.	Swaad apne pan ka (Taste of oneness).	The taste of the product creates affinity and togetherness.
<b>Tetley green tea (Tata Consumers Product Ltd.)</b>	The brand name shown throughout and logo of picture of slice lemon are shown twice in the advertisement.	Andar se clean bahar se active (Clean inside; active outside).	People avoid healthy foods to eat junk foods and here the tea with antioxidants cleans the body from inside.
<b>Lipton (Hindustan Unilever Limited)</b>	The brand name is shown throughout the advertisement.	Jaagein un ke liye jo waqai ahem hain (Rise up for those who are really special).	After taking the product a father realises that he cannot miss out on small things which are really indispensable for his life.
<b>Sectoral assessment:</b> It is observed that the advertisers in the hot beverages (tea) sector mainly focus on the mood and taste; and the name and logo are displayed multiple times to create cohesion.			
<b>Colgate (Colgate-Palmolive)</b>	The brand name and logo of a smile are shown throughout the advertisement.	Celebrate new freedom and get started with smile.	The product gives confidence to overcome fears with a smile and take decision to live again with someone new.
<b>Dabur Red Paste (Dabur India Ltd.)</b>	The brand name and the logo of teeth circled by some ayurvedic ingredients like Laung Pudina & Tomar are shown only once in the advertisement.	Chabatey raho India (Move on India).	The product is useful to maintain oral hygiene and keeps the gums and teeth healthy to eat, chew or cut anything with teeth.
<b>Anchor White (Anchor Health &amp; Beauty Care Pvt. Ltd.)</b>	The brand name is displayed once in the advertisement.	Bindaas Daant Bindaas Aap (Carefree teeth to make carefree you).	The product generates confidence and gives the teeth all round protection from germs. Thus, the user, a small boy, fights against injustice.
<b>Pepsodent (Hindustan Unilever Limited)</b>	The brand name is shown thrice and logo of smile is displayed four times in the advertisement.	Mitha pasand hai to Pepsodent (If you love sweets, opt for Pepsodent).	Mothers are not much worried if their children take sweets or crème product because the product protects the teeth from cavities and germs.

<b>Close Up (Hindustan Unilever Limited)</b>	The brand name and logo of shining teeth are displayed twice in the advertisement.	Aap chale tow baat chale.	The product built with natural ingredients result in shining strong teeth and gives confidence to a man to do anything.
<b>Sensodyne (GSK)</b>	The brand name and logo of four rings covering the brand name is displayed throughout in the advertisement.	For the love of chuski.	Anyone can have sensitive teeth. The product protects teeth from cavities and gives relief from sensitivity.
<b>Sectoral assessment:</b> It is observed that the advertisements in the oral healthcare sector (toothpaste) mainly focus on the core ingredients and resultant benefits from their product. Their rigorous research is portrayed and this creates defined segment for each product and thereby increase brand loyalty of the consumers.			
<b>Sunfeast Dark Fantasy (ITC Ltd.)</b>	The brand name and the logo of a biscuit with Cadbury inside is displayed thrice in the advertisement.	Can't wait won't wait.	A girl breaks the rules to enter into a boy's hostel room at night due to attraction of the product.
<b>Parle-G (Parle products)</b>	The brand name shown throughout and logo of a baby girl are displayed once in the advertisement.	Maa, you are my Parle-G.	The eternal flavour and taste of the product is like the eternal bonding between a mother and her son.
<b>Oreo (Nabisco (Mondelez International); Cadbury; Milka)</b>	The brand name shown throughout and logo of a biscuit in milk is shown once in the advertisement.	Stay playful.	The product with cream inside the cookie can bring special feelings and bonding within the family and sooth angered ones.
<b>Sunfeast Mom's Magic (ITC Ltd.)</b>	The brand name shown throughout and logo of a biscuit covered by love sign shown twice in the advertisement.	Dil ka tukda (Piece of heart).	The product with natural ingredients is like the natural bonding between siblings.
<b>Good Day (Britannia)</b>	The brand name with logo of a smile with a biscuit is shown throughout the advertisement.	Khushiyon ki zidd karo (Demand happiness).	Bonding of every child with the product's irresistible taste creates a relationship with even the unknown.
<b>Bourbon (Britannia)</b>	The brand name and logo of a biscuit with Cadbury inside and sugar outside are shown thrice in the advertisement.	Bahar se khuch andar se khuch aur (Something outside and something different inside).	The taste casts a spell among young adults and they act differently forgetting reality.

Sectoral assessment: It is observed that the advertisements in the soft food (biscuit) sector focus on irresistible taste and special features which casts a spell on the consumer. The product name, brand logo and the wrapper are repeatedly displayed to create brand association.			
<b>Maggi (Nestle)</b>	The brand name is shown twice in the advertisement.	Good food good life.	The product focus is on fast, nutritious and yummy food which is easy to cook and good to eat.
<b>Top Ramen (Indo Nissin Foods Pvt. Ltd.)</b>	The brand name is shown thrice in the advertisement.	Oodles of noodles, super noodles.	The product ingredients maintain the unique texture of food and are acknowledged by all.
<b>Sunfeast Yippee (ITC Ltd.)</b>	The brand name shown five times and logo of a cartoon sun with a cloth on its head are displayed thrice in the advertisement.	Even in tough times, there's always something better.	It creates awareness among the children that everything good is necessary for our life and this non sticky product shows how natural ingredients make it good.
<b>Knorr (Hindustan Unilever Limited)</b>	The brand name is shown for the entire time in the advertisement.	Chakh lo Italian mazaa (Taste Italian fun).	The herbs and crème cheese make the flavour of the product which is mom's special.
<b>Sectoral assessment:</b> It is observed that the advertisements in the noodles sector focus on brand recognition through distinct colour packaging and differentiated logos for better brand recognition. Health, taste, cooking time and convenience are the primary points which are targeted by all advertisers.			
<b>Cookme (Krishna Chandra Dutta (Spice) Pvt. Ltd.)</b>	The brand name and the logo of beam balance are shown only once in the advertisement.	Magical secret ingredients in kitchen.	A small quantity of spices with right ingredients can make mouth-watering dishes
<b>Sunrise (Sunrise Foods Pvt. Ltd.)</b>	The brand name and logo of a rising sun are displayed throughout the advertisement.	<b>Quality is God. And God, they say, is in the details.</b>	To make the food tasty and healthy for the family, any woman can trust this product.
<b>Aashirvaad (ITC Ltd.)</b>	The brand name and the logo of leaves indicate the natural ingredients are shown thrice in the advertisement.	Like home made with mother's touch.	To make food delicious, a small quantity of the high-quality product is sufficient.
<b>Everest (Everest Food Products Pvt. Ltd.)</b>	The brand name is shown once in the advertisement.	Taste mein best mummy aur Everest.	<b>The taste of the food touches the heart and brings back old golden memories.</b>

<b>MDH (MDH Pvt. Ltd.)</b>	The brand name is shown for the entire time in the advertisement.	<b>Asli Masaale Sach Sach MDH.</b>	The special ingredients of the product bring magical effects on cooked dishes.
<b>Sectoral assessment:</b> It is observed that the advertisements in the spices sector focuses on their ingredients and portray that a little bit of their spices can create a huge difference in taste. The brand name, which is family name in most cases, is repeated to create association.			
<b>Dairy milk (Cadbury)</b>	The brand name is shown thrice in the advertisement.	How far will you go for love?	The taste of the product creates special moments in people's life and adds flavour to their love.
<b>Dark chocolate (Amul)</b>	The brand name is shown thrice in the advertisement.	A gift for someone you love.	Mankind's first luxury is chocolate. The product is extracting pure ingredients from the nature to make chocolates extra delicious.
<b>KitKat (Nestle)</b>	The brand name is shown thrice in the advertisement.	Have a break, have a KitKat.	During strenuous and monotonous work, the product gives a welcome break by inducing freshness in spirit.
<b>Perk (Cadbury)</b>	The brand name is shown for the entire time in the advertisement.	Masti ka daily dose (Daily dose of fun).	The enjoyment of consuming the product brings out the naughtiness to the character.
<b>5Star (Cadbury)</b>	The brand name is shown for the entire time in the advertisement.	Eat 5Star. Do Nothing.	After consuming the product, work can be done effortlessly without intervention.
<b>Snickers (Mars, Incorporated)</b>	The brand name is shown for the entire time in the advertisement.	Hunger achhe achhon ko badal deta hai (Hunger can change most people).	Hunger distorts people's personality and consumption of the product brings them back to the present moment reducing the stress.
<b>Sectoral assessment:</b> It is observed that the advertisements in the Chocolates sector mainly focuses on human's need and the perceived wellbeing that consumption of their chocolate might bring. The brand name is emphasised by all advertisers but much importance is not given to the logo or wrapper in case of chocolates.			
<b>Savlon (ITC Ltd.)</b>	The brand name and the brand logo a plus sign are shown four times in the advertisement.	Complete family protection from germs every day.	The product uses Hexa pro power which removes H1N1 and Rotavirus germs from the body and makes



			mingling safe.
<b>Dettol</b> (Reckitt Benckiser)	The brand name is shown thrice and the brand logo a sword which is a symbol of fight against germs and infection is shown four times in the advertisement.	Keep the memories, but not the bacteria.	The product is an antibacterial soap that gives protection from a wide range of unseen germs making mothers worry free regarding their children.
<b>Lux</b> (Hindustan Unilever Limited)	The brand name is shown for the entire time in the advertisement.	(ab khubsuriti se darrkaisa); Not just a soap its skin care; Lux brings out the star in you.	The ingredients of the product make every woman irresistible and confident as real beauty is all about self-pleasure.
<b>Fiama Di Wills gel bar</b> (ITC Ltd.)	The brand name is shown for the entire time in the advertisement.	Beautiful you today and tomorrow.	The product combines the goodness of nature along with science to provide gentle and effective care for the skin.
<b>Cinthol</b> (Godrej)	The brand name is shown twice in the advertisement.	Get ready to get close.	The product protects one from harms due to exposure to sun, dust and pollution which creates germs in the body.
<b>Liril</b> (Hindustan Unilever Limited)	The brand name is shown for the entire duration and the logo of pieces of lemon is shown thrice in the advertisement.	Come alive with freshness.	The product with a deep cleansing effect is good for the skin and can be used for any skin type. It keeps the user fresh all day long.
<b>Pears's</b> (Hindustan Unilever Limited)	The brand name is shown in a transparent manner thrice in the advertisement.	Masoom which indicate innocence.	The transparent looks of the product are shown as pure and gentle. It keeps the skin looking innocent, beautiful and young.
<b>Sectoral assessment:</b> It is observed that the advertisements in the soap sector are extremely cautious regarding their brand name, logo and slogan as there are a number of close competitors in each niche. The name is repeated several times or continuously displayed to create association.			

## Discussion

The study observes that companies use different lines of presentation of their brands through differences in brand logo, brand identity, brand recognition through the advertisement platform which creates brand loyalty to the consumers. Advertisements are the best means of

communication for modern entrepreneurs and a review of 50 FMCG products reveal that the brand thoroughly focus on publicizing the brand name, brand logo and tagline or slogan. It is observed that advertisers of FMCG products in India are extremely cautious regarding display of their brand logo and brand name. Similar observations

were made by Mahajan (2014) whereby it was found that closeness of substitutes of low-price goods force them to overemphasize on brand name and logo. The slogan associated with each product is distinct and aims at instant recognition. The slogan is mainly aimed to differentiate the product and instantly recall the brand name or logo. Similar observations were made by Grinsven and Das (2014). The beverage sector and soft food sector are found to focus on the special feature of their product which makes them better than their close rivals and this is similar to observations of Afreen (2018) in his research. All advertisers are found extremely careful while projecting the fundamental factors like geographic image, product quality etc. when displaying their product in a 20 second commercial and similar observations were made by Moisescu and Gica (2007) in their study.

## Conclusion

Brand helps to distinguish the products of a producer from others and thus they are the identifiers for customers. Proper branding and its communication are utmost essential when multiple close substitutes are available. Since the products are low priced convenience goods, the brand name becomes the most important factor and it is seen that several repetitions are done in a 10-20 second advertisement for most products. The logo and tagline act as associates of the brand name and they aim to assist customers in product recognition. The sectors having intense competition like soap, detergent, biscuit, chocolate etc. usually project their brand names for the entire duration of the advertisement. Differential packaging and strong slogan assist in instant recognition of the brand. It can be said in conclusion that brand names, logos and slogans are integral part of advertisement of FMCG products and the more intense is the competition, the more aggressive is the emphasis on brands.

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