THE EVOLVING MEDIA LANDSCAPE & 360° MARKETING
How is the media landscape changing?

CONSUMER

ADVERTISER

MEDIA HOUSE
CONSUMER
Changing media consumption patterns

• Strong growth in media consumption in India: 9% CAGR from 2012 to 2018
• Time spent on all media have grown
• Exponential growth for time spent on digital

Source: BCG-CII, One consumer many interactions report, Dec 2018
A typical day

Senior manager in a tech company

**Devices Used:** Mobile, TV, Laptop

**Media consumption:** 3-4 hours

Source: BCG-CII, One consumer many interactions report, Dec 2018
The content consumption pattern has changed drastically over the period of years.

The new media platforms along with the traditional medias are fighting for the consumer’s time and attention.

Where as, the consumer are actively seeking ways to avoid ads and enjoy content.

The way forward is to cover all the consumer touch points. Be where they are, when they are present. At the same time interact with them and fulfill their needs.
ADVERTISER
Advertiser expectations

- To build a brand
- To sell products
- To engage with customers
- To generate response
- To work on an ROI basis
- To drive reach

For media to act as a partner & provide creative solutions
Advertising challenge

- Getting the time and attention of consumers to deliver a message is more challenging today, than ever before
- Consumers looking for ways to avoid ads and enjoy content uninterrupted
- Advertisers & media planners have become media agnostic
- Looking for solutions to maximize ROI – increased mileage for ad budgets

“In simple words, advertisers have an objective to be fulfilled. Irrespective of the media chosen, the right TG has to be reached thereby fulfilling the objective”
Ad avoidance

Ad Blocking Users
US, 2016-2020

Reasons for Blocking Ads While Using the Internet According to Ad Blocking Users Worldwide, Q3 2017
% of respondents

- Too many ads are annoying or irrelevant: 51%
- There are too many ads on the internet: 50%
- Ads are too intrusive: 47%
- Ads sometimes contain viruses or bugs: 42%
- Ads take up too much screen space: 40%
- To speed up page loading times: 37%
- I try to avoid all ads wherever, whether on TV or online: 29%
- To avoid having to see video ads before watching clips/shows: 29%
- Ads might compromise my online privacy: 27%
- I want to stop my data allowance from being used up: 25%

Note: n=39,438 ages 16-64
Disruptions

- Fragmentation of audiences
- Traditional media is no longer the sole channel for audience aggregation
- One medium/channel alone may not be enough to achieve objectives
The need for integration

1. Increase reach - by adding another medium
2. Add frequency - by using a less expensive medium
3. Reinforce the message - Using different kinds of sensory stimuli
4. Deliver the message to the consumer through his/her day
5. Build interactivity, relationship - dialogue not just monologue
By the Theory of **Media Multiplier effect**, a consumer when exposed to multiple mediums get more awareness on a brand as compared to a single medium.

Monthly reach of media in India – IRS 2019 Q2

- Print: 40.32%
- Print + TV: 80.27%
- Print + TV + Radio + Cinema: 82.78%
Why Events?

Marketers need opportunities to build relationship, generate goodwill and get the trust of prospective consumers.

- Unique opportunity to interact with the brand. Get first hand experience.
- Consumers seeking more than a pitch while making a purchase decision.
We also need to re-look at our selling strategies

Content selling → Consultative selling → Collaborative selling
Consultative selling

Understand the deeper needs and buying motives of the advertiser and act as a trusted advisor by offering solutions within their relationship.
Collaborative selling

Partnership between advertiser and media. Both organizations realize that their longer term success is predicated on both of them staying in business - and this means that supplier needs matter too E.g. Co-branded campaigns: Malayala Manorama weekly Pampers – Kunjikaruthal
Malayala Manorma advantage in Kerala
Power to aggregate audience – we reach out to 93%* of Kerala's population

* - traditional media alone

Source: IRS 2019-Q1, BARC
We have a relationship with both sides of the table – Advertisers and Readers

We enjoy the first mover advantage
Case studies

- Pampers – P&G
- Nestle Milkmaid
- UNDP
- Kerala Blasters
CASE 1: PAMPERS

OBJECTION

Bringing about a behavioral change. To break the habit of using cloth diapers and promote the usage of disposable diapers

- Call to action
  - Via the Manorama daily

- Classes taken by the best pediatricians and neonatologists on baby care

- Advertorials in Manorama Weekly to instill the benefits of diapers

- Mothers, pregnant women and caregivers have a clear understanding on the benefits of diapers

Video 1
Outcome

Benefits of using disposable diapers for the kids were instilled into the minds of the mothers and caregivers

Increase in market share

Category expansion in Kerala

Currently the 3rd season is going on
CASE 2: Nestle

OBJECTIVE
- Build on brand familiarity
- Top of mind recall

Media Mix

The main event

Video 2
CASE 3 : UNDP- Surakshitha Kerala

**OBJECTIVE**

To create awareness on resilient construction methods, through exhibitions and road shows, in flood affected districts of Kerala.

- Campaign to create awareness about the need to build back better
- 2 day exhibition in 8 districts
- Promotion through road shows along with Manorama daily, Manorama News & Manorama online
- Thousands of flood victims benefited through this initiative.
Surakshitha Keralam
Kerala – The paradoxical Indian state where football rivals cricket

Launched in 2013, ISL became the platform for Malayalees to showcase their love and support for the football

Forseeing a great reception in Kerala for ISL, Malayala Manorama decided to associate with KBFC since the very first year

Manorama sees it as an opportunity to leverage the association by pulling famous players and staff for various sponsored events of its own

Kerala also saw devastating floods in 2018
Event

OBJECTIVE

To aid the “Re-build Kerala” initiatives following the Kerala floods in 2018

A pan Kerala road show activation

Promotions in Malayala Manoroma daily and Radio Mango

Kerala Blasters players and staff flagged off the event

Through the activation, a contribution was handed over to the CMDRF to aid the “Re-build” initiatives of the Kerala government
Plethora of choices – change in the patterns of media consumption

Fragmentation of audience

Change from content to consultative & collaborative selling

The need & power of integration