

“Analysis of impact of Embedded Advertising in Web Series”

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Abstract

The upcoming decade of 21st century is expected to be focused on consumer behavior and its utilization in marketing of products. Various tools and methods have been used since times immemorial to catch the glimpse of consumer's interest and its utilization in the increase in trade and commerce. The print methods viz banners, flags and hoarding have been proved to be the best methods before the advent of digital era and new media methods. The development of communication and its wide horizon lead to eruption to novel, cheaper, easily transmissible and more effective ways to fetch the interest of consumer and enhance the advertising techniques. The latest in the series is the use of embedded advertising. This is more prominent in the sphere of web series and such series based apps. Portals such as hotstar, altbalaji and Netflix have been proven to be an easy platform for showcasing the idea, value and product utility directly to target consumer.

Keywords : embedded, advertisement, web series,

Introduction

The new media and society as we can see are shifting towards technology from Neanderthal times and nobody in this world wants them to be in the old times or the extinct time or wants to use the olden techniques, not only humans whereas if brands too wants to survive in a competitive market like today they have to change their olden techniques to newer ones and as we can see that the brands are always coming up with one or two newer technique. The research paper is based upon the brands which are shifting through online and new mediums of web series for their reach in global as well as to penetrate in the market. In an effort to address the above topic and the gaps between market, brand and New Media on how they are implicated in the construction of coming in front of the eyes of the customers to get a good positive image of that particular brand. The unique relationship between young people was examined and also other who are watching the Indian Web series content and through that it was noticed that some of the several ideas which brands use to advertise their product and reach to maximum people out there.

The research objective is to get to know about the strategies which brands play to stand in the market and how the brands gets the success among this as shifting to a totally new thing and new media is tend to be hard as the old practices were totally different from the present time, and also to know about which of the

main online series which are targeted for their branding strategies and how they get to connect with people faster as compared to the local techniques of hording, billboards posting posters etc. which is also called as out of home ads (OOH ads).

Secondly to study about the market that how they get influenced by these new media techniques and thus the research findings would help us to get to know that what are the views about the local people living in metro and non-metro city.

Advertising : Recent Trends

In the current period of 21st century a world which asks anything before hearing is an image a background image and advertising is the method of marketing through which that image is build and conserved and all these makes advertising continuously finding new ways of coming through people and expressing them and people are getting used to these kinds of advertising and hence the advertisers are coming up with new ideas, and forming new shapes from continuously making inspiring, touching, comedy, motivating etc.

Embedded Advertising strategy is running from decades now and from scene to scene or by film to film this strategy have never left a chance to leave us by any means yet it goes unnoticed by the viewer sometimes and thus by observing 5 Online/web series content from different categories which are Action, thriller, Romance, Comedy, Family and Inspiring-Motivational genre types the researcher got to know about the timing of the product placement and the strategy of including that product in a scene so as to divert the viewers mind making them purchase that product.

Now one being a cinephile person seeing all the movies and series in television as well as in web, one gets to know about the strategy that why would the director have added this scene or shot to the movie or series because of profit making or for any marketing purpose. The art of placing the brand is something worth working for in an advertising company or firm. For example, A character is sitting and working on a table alone with his Hewlett Packard laptop and a notepad hence the cinematographer will shoot him in such a way that the viewer will get to know that he/she i.e. the Actor/Actress is working in a Hewlett Packard laptop which is a brand and giving that Actor/Actress a new sort of attitude or class. Thus, when one with the same mentality plans to buy a Laptop, he/she will get automatically clicked by mind and getting forced by the series he/she saw on the web and this is how the strategy of the embedded advertising gets successful to bring a customer to a product or brand. And even if you are not paying an attention for advertising of any kind the advertisement will be displayed weather you like it or not, whether you watch it or not. It's sad that sometimes a viewer judges the overall budget of the movie by seeing the product placement in a web series that how low budgeted or high budgeted the film or series could be.



Fig.1

Now this is a very good example that can be taken as embedded advertising strategy in a web series called **SHITTY IDEAS TRENDING (SIT)** This online/web series which the researcher has studied on is one of the very famous web series which comes in YouTube and *shittyideastrending.com* This scene of the series is hence filmed in such a way that the Hero scolds the heroine for such shopping and to which the heroine says that BRANDFACTORY is a clothing brand which gives you very good clothes in a very good price and it have more than new collections of clothes. From this strategy, Shitty ideas trending SIT gets the brand for which they do the advertising without even making a viewer realize that what they just saw was an advertising collaborating with brands.

Now from the recent survey it was asked from 90 people among which 60 responses were received from the age group of 18-22, 25-30, 31-48 and this included Students, working men, House wife and working ladies and when asked about do they know about the embedded advertising the result which came was 21.7% which means most of the people who see online/web series do not know about what is embedded advertising and why do they use this strategy or what is the main motive behind embedded advertising and because of this only reason people get blindly trust about the brand and to which advertising companies take advantages from this point.

Do you know what is Embedded Advertising

60 responses

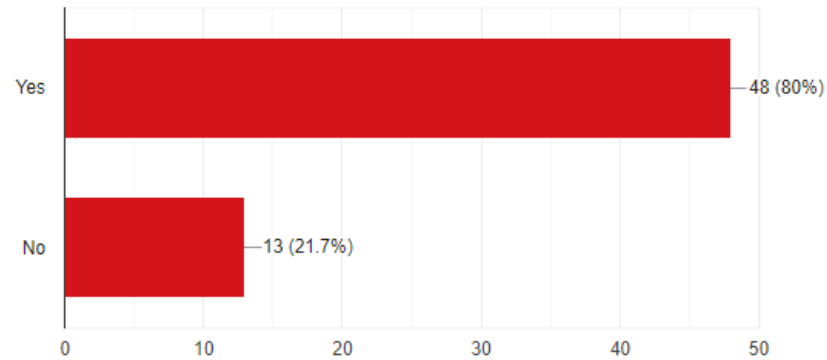


Fig1.2

According to the data which was collected and according to the response which came in which more than 50% i.e. 48 people from among 60 people knew that what is embedded advertising and why do they come up with these techniques and some of the people knew about the huge profit which the series come with from the brands products etc. Some also judged the series from the budget of the whole series have as in how low budgeted the series is which made the whole series without any help of the sponsors from embedded advertising and all. The one who loves to see the Online/web series also said that for the sake of the series they just get to watch those embedded advertising in between and some of the people said that they just hate the idea of embedded and according to them they said that if only making profits from brand is the only motive that why the series is made then what is the idea of it if only reason is making profits and making money. The idea of embedded is just profit making and they don't care about the story lining the script nor the one who is acting for it. Embedded advertising is getting raised in numbers and in terms of series or online shows which streams online and web.

Effectiveness of Embedded Advertisements

Thus, it seems that embedded advertisement are now emerging as new source of publicity and are in more reach as compare to the traditional advertisement sources. The duration may be only in seconds but the impact is resultantly more strong and fruitful. Traditional advertisements methods may seem to be more effective apparently but this 21st century is an era of nanoseconds whereby most of the people neither have time nor patience enough to watch a full-fledged commercial.

The next study which the researcher has studied is on the Online web series called **Girl in the city** in which a girl who is just 21 years old from Dehradun, arrives Mumbai for a 3 months internship and a lifelong aspiration to succeed in the highly fashion industry and thus she faces challenges and difficulties from city and from her dreams. And now when the researcher has studied and viewed that just not only one brand there were more than 3 companies sponsored for its product and gave embedded advertising. This fig 2.1 shows you the scene from which a Castrol engine oil's truck is going somewhere, and the screen and the scene comprised of both Character of the film and the workers of the Castrol engine too.

**Fig 2.1**

So, this is how the first series of Girl in the city showed its Co-sponsor Castrol Active Scooter, one thing which the researcher has noticed that they haven't started the whole product embedded ad as with time and tide they started showing the whole product and it was a very good strategy to not reveal the whole brand. By the second episode the girl Meera (Main character) starts her normal day and go to her office and meanwhile waiting in a huge traffic of Mumbai her father calls her to give a surprise, and by the time she reaches home she finds a traffic which was stopped by the truck was of Castrol Active Scooter so when she asks about the clearance to the security guard he tells her some Meera have got her new vehicle and that is why this truck is waiting to deliver the vehicle. Excitedly she goes to open the door and greet them as you can see in the fig 2.2 it can explain you the way the embedded is done. Episode 3 So by fighting with his owner for the parking issues for her parked vehicle and

**Fig 2.2**

this is how they technically show the Castrol Active scooter again and the researcher also identified that whenever the scooter came in the screen there was a scroll ad of Castrol active scooter highlighting its logo and the brands name.

Similarly, the research revealed that 43.3 % of the audience said that they did not bought a product shown in the series and they said that they buy the things on their own interest and choice when a specific actor actress uses it or give the audience an advice to any other character in the film. They said that its they who will decide if they want to get a good product or not and not the actor who tries to influence them.

Online/Web series viewing habits

So, in today's world the number of online viewing content is getting much in numbers and in terms as generally the youth and the teenager started using internet as their basic and the important part of their life, as today its very important that having a notebook in classroom maybe doubtful but we can be sure that he/she won't leave his/her personal phone and to that context watching the shows online posting things online and sharing became so basic and so regularly famous that people have raised its worth and when we see that the technology has changed the mindset of the *card reader* we had once in everyone's hand and to which new application and online channels and websites have been started so that people can access at any time any day they want with anyone and anywhere so this is the main reason to why the number of the online/web series viewers have been started converting from the television. One more main change that what the researcher has come up with was the number of Television viewers are getting reduced day by day as slightly and slightly they are getting much diverted into online shows and main reason could be that in a family if there's only one T.V. and if somebody is watching something on a same time daily and at the same time someone from the home have got another TV serial at the same time. This when came to know by the producers of the online channels and apps which are called HOTSTAR, JIO TV. etc. Started making their Advertisement in such a way that they gave you the idea of sitting alone and watch if you have got HOTSTAR or JIO TV you can easily sit somewhere and watch it without any interruption.

A recent research which was conducted from among 60 people shows that how much people does watch are likely to watch Online/web series briefed Fig 2.7 clearly that 68.3 % person that is almost half of the people from the research which the researcher took that is 41 people from 60 people said that they usually watch Online/web series in which some of them said about the periodically time of their online web series time and they habitually watch web series. Thus, Series influenced them and the behaviour of the youth to a great extent and made themselves very strict to things.

28.3 % person said that they seldom watched web series as the only web series they watched which motivates them the most and inspire them the most or give them a good story and it didn't matter to them

that which actor or actress is specifically been there in that web series. Thus the mainstream story highlights the embedded ad in the particular embedded form and not directly as we generally see in the television or print methods.

Advantages of Embedded Advertising

Undivided absorption: When placing a brand in an Online/Web Series it tends to be much easier for people to draw attention towards your brand as it is less competition of advertising done in between a particular Online/Web Series. As a result, one may recall the embedded advertisement which he or she saw in that Online/Web Series it is a very good strategy incline towards their brands and their products.

Excellent hookups: When Placing a brand if the advertising company ads a celebrity in its embedded advertisement it is a perfect way to attract viewers to brand as a result, they can get much influence as compared to any other person if it would have done from any other character

Economical Price: Unlike placing an advertisement in a television or internet it is very cheap as compared to the television ads to put up in a prime time or in between a prime serial.

Conversion Improvement: People are really losing time to use outdated things and so this is the main reason behind the ads of popups ads etc. are getting decreased and the reason behind the success of embedded advertising everywhere and in

Effective way of buying a product

When the researcher asked that what is the best and the effective way of buying a product from seeing advertisement from anywhere and it came up with the most traditional way. Yes! Television ads. How can we forget the times when we use to see ads from the childhood and still we use to remember those ads and buy the things and even today the effective way of buying a product when asked by people 23 people from 60 respondent we came up with the TV ads and they liked the idea and are taking tv ads as one of the most influencing ads in the world.

Secondly as embedded have come up with the race from a very long way 17 people that is 28.3% people have said that embedded is the most influencing way of buying a product as they see the celebs using the brands and the character of the film who use and give suggestion to use that brand and from time to time when people started watching these ads were the time when they changed their mindsets and diverting towards embedded advertisements. Hence, the audience want more creative way of brands putting up in the online web series than just marketing in a very dull manner.

Conclusion

Did you see how Amitabh Bachchan used that (certain product) in the series I want to have it! Seems familiar, right? This is what embedded advertisement do to you instead of a few minutes' long ads, they cut it short by simply displaying certain products in the movie used by a certain product in the movie used by a certain celeb and when you really come across such things it makes you want to buy it. It clicks your mind that you have seen it somewhere or the other used by an actor it is also called as product placement it is by far the best way to promote a product and people actually paying attention to them without having to see an eight min long ad! Although people have different review on it some find that cool while others call it as show off or a useless thing based on the 60 responses from the survey. Embedded advertisements used in SIT and Girl in the city are a few good examples of embedded advertisements as it is catchy and recognizable and it not too long, as it grasps people's attention towards a specific brand so they could easily recall it. It should not completely focus on the product. It should feel like a part of the story and not much like the promotion of the product this is what people liked the idea in web series. According to the third series "yeh meri family" that researcher has studied: the scene of this pictures explains that the main character is trying to explain about the early savings which should be done from starting. As at the end of this research paper the researcher wants to conclude by saying that the embedded ads should be done in such a way that the viewer is able to see the specific ad but relevant to the story and character too.

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