

The study of uniqueness in advertising and its long term Financial and non financial impacts with special reference to Idea cellular

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Abstract- The research is based on the study of uniqueness which has been introduced everyday to the world of advertising and proven to be an integral part of promotion mix. The study is also revolving around the financial and non financial impacts of unique advertising. Advertising is both art and science which includes long and short term goal setting, determining strategy and picking among various unique styles. Uniqueness is the heart of advertising and the driving force of transformation. The marketers in the new age of digital life are adopting unique and innovative strategy which directly improving their performance, both financial and non financial; here referring a special study to Idea Cellular. From the past 9 years idea cellular is getting out its messages in a different way through unique advertising and has experienced an unbelievable change & growth in terms of revenues, market share and goodwill. Hence the theory of uniqueness in advertising is developed.

Index terms: uniqueness creativity, advertising, innovation, financial.

I. INTRODUCTION

Definitions:

- A. Advertising in financial terms is a fictitious asset which gives its benefits to the business in long run.
- B. Uniqueness is something new and creative and the replacement of something old.

Advertising in simple terms is the action of calling something to the attention of the public through paid sources like newspaper, billboards, magazine, periodical, online social media, television, mobile applications, events, campaigns and in movie theatres. Advertising is the publicity of tangible and intangible products of a company backed by a primary aim to accelerate the sales volume. It is also done to construct an image and visibility of a brand and also to communicate changes such as modifications in old products or introduction of new products to the customers. Companies allot a considerable amount of resources towards their advertising because it can't

be overlooked. Unique advertising is the output of long range planning and hard work on the part of creative team and artists who leave no stone unturned to make the advertisement different from others. Unique ideas can only be developed through systematic thinking process as they do not come over night.

Unique advertising needs to be relevant, sharp and extremely unforgettable. It must drive the people to buy the advertised product or service. The message and call made should be able to fabricate an encouraging effect on the consumers.

II. OBJECTIVES

- A. The aim of this research is to study the unique, creative and innovative element of advertising strategy used by Idea Cellular over a decade.
- B. To study the financial and non financial impacts of uniqueness in advertising on the performance of Idea Cellular.

III. DISCUSSION

Today we can easily experience the cut throat competition in every industry, say, telecommunication, textile, software, hardware, banking, insurance and so on. What makes a company different and unique from other is the way of advertising and the ability to connect with the AAM AADMI (common man). Idea cellular is doing the same thing from a decade.

Idea Internet Service-A unique approach to advertising

A. What an idea

Idea came up with a 'what an Idea!' series in 2006-07, which was based on the social conditions prevalent in rural India and gave a solution in the form of people known by mobile numbers instead of family names thus preaching for equality. The message connected easily with the Indian masses and marked the arrival of a brand called Idea.

B. One idea can change your life:

Idea takes a competitive advantage through the campaign of one idea can change your life. The company advertised the product in a different manner with the help of this punch line.

C. Idea internet jab lagaoing India ko no ullu banaoing:

Brand Idea's this ad campaign suggests a simple and effective solution to population problem, through seamless and non-stop entertainment with Idea's 3G services on any phone. Earlier internet service facility was successful only in smart phones but Idea network removed this barrier. Campaign provided the solution to the problem of corruption and lack of consumer awareness just by using Idea internet over phone.

D. IIN-Idea Internet Network "the great place to learn"

Idea cellular advertised its internet package in such a way that people started believing IIN as a distance learning programme but it's a simple internet plan provided by any other players of the industry. It is currently available and present in more than 3, 50,000 villages.

Financial and non financial impacts of unique advertising strategy:

- A. As per the Telecom Regulatory Authority of India (TRAI) Idea recorded highest Revenue Market Share (RMS) growth in fourth quarter at 18.2%.
- B. Financial year 2015 aggregate RMS at 17.5%.
- C. Growth of 21%, the highest among all operators in fourth quarter financial year 2015.

- D. Year over Year gross revenue growth is nearly 20% in financial year 2015 amongst all pan-India operators.
- E. 30% increase in Incremental Revenue Market Share (IRMS) in financial year 2015 on a YoY basis.
- F. Growing at double the rate of industry growth in terms of gross revenue.
- G. Serving over 161million users globally.
- H. Generating 2.06 billion minutes per day.
- I. 33% increase in voice usage per day during financial year 2015.
- J. One of the top 3 operators in India.
- K. Held 1512 position in the world's biggest 2000 public companies on Forbes list.
- L. Won a no. of corporate, service delivery, marketing, HR and brand awards.

IV. LIMITATIONS

- A. The study was restricted to the publically available data.
- B. The study was limited to Idea cellular only.

V. FINDINGS & SUGGESTIONS

- A. Idea's advertisements are especially meant for those who are at the bottom of the literacy pyramid giving the impression of their upliftment.
- B. Idea cellular has adopted and still adopting a very new and unique strategy for advertising their products and services from more past 9 years.
- C. By adopting unique strategy the company is experiencing in an increase in profit making ability, speed of capturing revenue market share, incremental revenue market share, growth rate, gross revenue, network usage and voice usage are improving massively even in those markets where the company had entered lately.
- D. Company has also grabbed many awards in the following categories:
 - a. Corporate
 - b. Service delivery
 - c. Marketing
 - d. HR and
 - e. Brand
- E. The above mentioned facts and figures are depicting the true picture of the impact of uniqueness of advertising.
- F. It is suggested and recommended that the company should carry on with the strategy of uniqueness and creativity to be the industry leader in terms of revenue, market share and customer satisfaction.

VI. CONCLUSION

Unique advertisement is the key of success for any company for their product and services. The current market scenario is the scenario of competition, changing lifestyle and unique things. Uniqueness makes people stop what they are doing and pay attention even when they know they are looking at an advertisement. It is long lasting, memorable and builds a fan community faster. Uniqueness is one and all to advertising and branding. It is exactly what brings a significant difference between each other and grabbing the attention of customers to bring about the awareness of a product. There are many companies in market which want to grow and for growth they use different advertising campaigns and strategies just like Idea Cellular. The unique strategy of advertising is giving benefits to the company in long run as the company is adopting these strategies from the past 9 years.

VII. REFERENCES

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