

# Digital Ads The game changers!



**Amit Sinha Roy,**  
Head - Marketing,  
India & SAARC, Cisco

Slowdown has made companies switch to the digital medium. But it's here to stay for even longer

Advertising, the time-tested yet not fully explored marketing communications medium, has undergone a meteoric shift over the past few decades. From being a simplistic tool to create awareness, it has become one of the most creatively charged sought-after media that marketers use to influence buying decisions of consumers. Burgeoning competition, consumerism and macro trends like globalisation, have driven businesses to innovate this age-old marketing tool to drive their brand strategy and core business objectives and also to out-do their closest market rivals.

As traditional media like print, television and outdoor become more cluttered, and price gradients shoot-up, advertisers are exploring newer avenues and are formulating innovative strategies to ensure wider reach, targeted messaging and a higher brand recall. This has led to an eclectic rise in non-traditional media like digital advertising, namely mobile advertising and online advertising.

Digital advertising is promising because of its ability to segment, optimise, entertain, innovate and deliver visuals and demand-driven content, thus enhancing effectiveness. Furthermore, the costs involved are much lower than the costs associated with traditional types of advertising. Both benefits enhanced effectiveness and lower cost translate into a higher Return on Investment for advertisers.

In the current economic scenario, as companies are relentlessly looking for ways to cut costs, mobile and online advertising are witnessing prolific growth.

Online advertising has significant advantages over the TV and press ad campaigns. For example, a good TV ad

arouses curiosity, while an effective print press ad offers more information but the impact gets dissipated over the days. When people are actually ready to buy, the campaign may be off and a rival's campaign may be on, and potential customers have no way of retrieving earlier ads. However, online advertising bookings are usually made for entire months or quarters if

not for an entire year and can be viewed during that entire period.

With an exponential rise in Internet subscriber base in India, and the rising interest in social networking, brands certainly see huge opportunity in the online advertising space. The growing popularity of the online medium was evident during the recent general elections where we saw a majority of parties riding high on the digital wave to grab voter's attention and it came as a lifeline for the recession-hit advertising industry at the same time. Advancements in technology are bound to further the growth of digital advertising, and perhaps even bring about a complete paradigm shift in the way advertisers use this all important tool to meet their objectives. **4PS**

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