

Stealth – Cutting or Placing

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Need of Advertising are unlimited. Advertisers use the media to encourage consumption and propagandists to urge belief. When they press products and positions on audiences while making their identities and promotional intent, they market by stealth.

Moreover, it has adjusted with the varying economic environment and consumer activities. Encumber in the product market and media have made the task exigent for marketers to communicate their consumers. Thus, the Media and Advertiser's search for clutter free modern advertising techniques lead to 'Covert Advertising'. Covert Advertising is a medium through which branded products are placed in songs, video games, reality shows, television and movies, which is visible to consumers without any disruption. Leveraging on the entertainment value, emotional quotient of the content and its psychosomatic impact on viewers have led the communicator to leverage this medium. The phenomenon gains momentum due to its clutter-less trait. It recompenses celebrity endorsement for the brand as well as the brand in a reality show. This

advertising technique brings in an additional source of income for producers, advertisers, corporate and it has proved to be a technique to strengthen their brand. It also gives access to show the functionality of the brand.

The emergence of reality shows on television in India is very recent. Along with that, advertisers have begun to harness the potential of stealth advertising recently.

Reality show itself suggests its meaning – REAL. But by changing demand of advertiser, show-makers are changing the telecast form. Show-maker knows the tricks how to make it hit and how to increase the TRP. With the flow, marketers do not want to be away from this form. Stealth is the answer for them. But Stealth/Covert/Hidden/Secret/Buzz marketing is always questioned about ethnicity. Is it a correct way for promoting? And question becomes more interesting when sponsor is not declared.

A case

Cookie: female, 20, student at public relations, fond of television and social media. She often likes to see reality shows like Indian Idol, Dance India Dance, Big Boss and her most favourite is Kon Banega Crorepati (KBC). She equally participates to vote in such events. She has good impact of anchors on her mind.

Macky: - her sibling is also fond of reality shows but his preference defers from her. He is more of sporty and adventurous kind of person. He perceives major reality shows as plotted except few; like Rodies, stunt mania. He is also fond of KBC as it is knowledge based quiz. He believes that results are predetermined and they are nothing more than a tool for increasing the TRP of channel.

But unfortunately both siblings and their parents share equal leisure time for each other's favourite reality shows. For an

instance all are excited for the KBC; season five. Episode peaks with the introduction of first participant who won from fastest finger first. Mr. Amitabh Bachan gives him bouquet of Cadbury chocolates and invites him to play with a slogan kuchachhakarne se pehle kuch mitha ho jaye. The game show moves ahead. Participant sticks at question and asks for help line - phone a friend and Amitabh Bachan asks his computer, tagged with Lenovo to dial a phone call to his friend so that he can help him, particular ring tone rings till the friend picks up the phone. The tone is of cellular company Idea. The game show moves and participant wins a handsome amount and Amitabh Bachan hands over him cheque of winning amount of Axis bank.

Family also enjoys Dance India dance - little master. Everyone has his/her own preference of participant. They wait and watch who wins the performance of the day - award and get Kinder Joy chocolate. Cookie also likes to share the same brand with neighbour when he obtains good marks in his weekly exams.

Mackytoo is excited with the new season of Hero Rodies and Bajaj Pulsar Stunt mania. He is excited about the bikes in both the shows and the content of it.

Macky on his birthday is demanding bike and Cookie is demanding laptop; Macky has kept Karizma and Pulsar 220 as top choices and Cookie is fond of Lenovo. But parents have advised them to get this stuff when they score good in term exams and they like to see off their kids during exam, after giving them a piece of Cadbury.

Issue: Discuss stealth advertising as tool of modern marketer.