

CHANGING MEDIA ENVIRONMENT IN INDIA- IMPLICATIONS FOR ADVERTISERS AND MEDIA PLANNERS



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Short Description

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case study

Description

The caselet talks about the changes taking place in the Indian media space, especially with reference to mass media i.e., television, print and radio. The caselet throws light on the emerging media options such as village fairs, in-film placements, seminars and fashion shows that have steadily gained in prominence. The impact of changing media space on media planners is also discussed in this caselet.

Issues:

Media fragmentation in the television industry

Emergence of non-mass media or below-the line advertising options and their influence on media planning

Media fragmentation impact on media planning outfits

Introduction

The media industry in India has witnessed significant changes over the last few years, especially after 2001 when government regulations were relaxed to allow the entry of a number of companies into the print, television, and radio media. This has led to a fragmentation of traditional media options or advertisers and media planners. In addition, the emergence of new media options has created new opportunities as well as challenges for them. Television, the most powerful among all the media, is changing at a rapid pace. From a single, state-owned channel, Doordarshan, in the 1980's, the television industry had grown to over 300 channels (including local cable channels) by 2004. Many companies have launched specialist channels keeping in mind the changing tastes and preferences of Indian television viewers.

Questions for Discussion:

“The scene may become complicated, but that’s only to be expected with fragmentation in the industry. But I am excited about the change, as it will open up new possibilities.” What are the implications of media fragmentation and the emergence of new media options for advertisers?

Discuss the rationale behind some media planners adopting a unified structure for media planning and media buying, when both are termed as specialized functions?

“With mass media costs being constantly on the rise, brands are increasingly looking at non-traditional media to promote their brands.” What advantages do non-traditional promotions offer to companies?

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers