

IMPACT OF COVID- 19 ON ADVERTISING INDUSTRY

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Abstract

Brands promote their good or services using various media channels of communication. Marketers invest using Integrated Marketing Communications which goes best in catering to their target audiences. The products or the services of the brand in advertisements must show the attributes and benefits of using their products or services. In the past few years the advertising industry has seen a drastic change in their environment because of COVID- 19 pandemic. The consumers were at home during these days and hence got exposed to more and more advertisements/ promotions of brands/ services. Overall the campaigns were cancelled or delayed and also it was slow down in the advertisement frequency. The brands made sure that the audiences find them on e-commerce shopping platforms as well as safe delivery was offered in order to avoid the direct contact with the delivery person. It is a connected chain which connects consumers directly also via digital media.

Keywords: Advertisements, campaigns and Covid- 19.

Introduction

Advertising has been a backbone to the marketing industry and continues to dominant the marketplace since years. Advertising is a very basic technique yet important when a brand or its product/ services are new in the market and entering into the competition. It is a way of informing people about the company and its product- demonstration, prices, visual appearance of the goods or experience for services. Advertising strategies are created for strong recall and recognition. Hence, it uses various techniques such as representation by jingles, slogan, celebrity endorsement and many more along with logo, tagline, campaigning activities. As advertisements are paid form of communication to the audiences from an identified source or sponsors to draw attention of the people and educate them that persuades them to take certain actions towards the brand and its goods or services. Advertising strategies are constantly being changed in recent years with the advent of digital media and thus helps in successful completion of an campaign in hybrid of offline and online marketing.

Covid- 19 which was announced as a world wide pandemic has also effected the advertising sector in the year 2019 onwards. It had affected economics and public health concerns, which was not smooth but overall for the safety, profits, CSR and awareness- attention. This shaking situation

