



# EFFICACY OF CROSS-CULTURAL ADVERTISING BEFORE AND WHILST THE NEW-MEDIA ERA IN INDIA: CASE STUDY ON MULTINATIONAL BRANDS

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## Abstract:

Cross-cultural advertising has become an essential part of marketing strategies in today's globalized world. India has been a profitable market for many multinational companies even before the emergence of new media. Multinational brands, utilizes the benefits of cross-cultural advertising to expand their reach on to countries that are rich in cultural diversity, like India. Advertising, being a powerful tool of marketing, it becomes imperative to understand various advertising strategies used by multinational companies to uphold their brand equity in India.

This study aims to investigate the effectiveness of cross-cultural advertising before and during the new media era in India. To entail this effectiveness, the focus is given on five selected multinational brands, namely Lifebouy, Maggi, Colgate, Bata, and Nokia. These brands have established their presence in the Indian market over a long period. The study examines the advertising strategies and techniques used by these brands to penetrate the Indian market and build their brand equity since its initiation in India. The findings of the study provide insights into the effectiveness of cross-cultural advertising in the Indian market. Emphasis is also laid upon the role that new-media have in effective advertising.

**Keywords:** Multinational Brands, Cross-cultural Advertising, Indian Market, Hofstede, New-media

## Introduction:

In recent years, the Indian market has witnessed a significant influx of multinational brands, which have sought to tap into the country's growing consumer base. With a population of over 1.3 billion people and a burgeoning middle class, India represents a significant opportunity for global brands seeking to expand their reach. However, the challenge for these brands lies in effectively reaching their target audience and establishing brand equity in a market that is culturally and linguistically diverse. This has necessitated the development of effective advertising strategies and techniques that are tailored to the unique characteristics of the Indian market.

Multinational brands relied primarily on traditional forms of advertising, such as television commercials, print ads, and billboards, to establish their presence in the Indian market, before the emergence of new-media platforms. With the rapid proliferation of digital technologies and the widespread adoption of social media, new opportunities have emerged for these brands to engage with consumers in innovative ways. In this context, it becomes imperative to analyze and understand the effectiveness of advertising strategies and techniques employed by multinational brands in India.

The rise of new-media platforms has presented new opportunities for brands to engage with consumers in real-time and build lasting relationships with them. Against this backdrop, it is essential to identify the new-media platforms used by multinational brands to establish brand equity in India and assess the efficacy of strategies employed. This has also led to increased competition and a need for brands to stand out in an ever-crowded digital marketplace. As such, it is crucial to evaluate the effectiveness of new-media advertising strategies and their impact on brand equity in the Indian market.

### **Statement of Problem:**

With the advent of globalization and the growth of the Indian economy, multinational corporations (MNCs) have increasingly targeted the Indian market. In order to effectively promote their products and services in this culturally diverse country, MNCs have employed cross-cultural advertising strategies. However, with the rise of new-media, such as social media and online advertising, it remains unclear whether traditional cross-cultural advertising methods are still effective in India.

Therefore, this study investigates the effectiveness of cross-cultural advertising before and during the new-media era in India. Through a case study approach, this research will focus on five multinational brands to understand their cross-cultural advertising strategies and their effectiveness in promoting their products and services in the Indian market. Thus, the study highlights the relevance and effectiveness of cross-cultural advertising in the current Indian market and will help multinational companies to develop more effective advertising strategies for this culturally diverse country.

### **Literature Review:**

Cross cultural understanding is very important in order to be able to devise successful localized advertising that would reflect the cultural values and norms of its targeted audience (Retnowati, 2015). Cross-cultural advertising can be considered as "the practice of promoting products or services to consumers whose cultural background is different from that of the marketer" (Samovar, Porter & McDaniel, 2014). In a study conducted by Okazaki and Mueller (2007), it was found that cross-cultural advertising can significantly affect the consumer's perception of the brand. They suggest that successful cross-cultural advertising involves understanding the cultural differences between the target audience and the marketer. Thus, cross-cultural advertising can be effective in India if it is culturally sensitive and relevant to the target audience. The studies indicate that multinational brands should adapt their advertising messages to suit the local cultural context. From these already existing researches it is well clear that cross-cultural advertising can significantly affect the consumer's brand attitudes and purchase intentions.

It makes sense for the international advertisers to develop a single creative strategy to use globally as long as execution accounts for culture (Wei and Jiang, 2005). This becomes the reason for the adoption of a culturally sensitive approach and usage of local cultural cues in the advertising messages of multinational brands in India. Studies have shown that advertising messages that are tailored to specific cultural values can be more effective than those that do not take cultural differences into account (Papavassiliou and Stathakopoulos, 1997). Additionally, the use of cultural symbols and references can help increase the relevance of advertising messages and improve brand recall (Biswas, Hussain & O'Donnell, 2009). However, cultural differences can also lead to misunderstandings and negative reactions to advertising messages that are perceived as insensitive or offensive (De Mooij & Hofstede, 2010). Brands and brand image could be standardized without any great problems across countries, and little adaptation would be required in local markets (Dahl and Stephen, 2004). Therefore, it is important for marketers to conduct research on the cultural values and attitudes of their target audience to create advertising messages that are culturally appropriate and effective.

India continues to be the fastest-growing market in ad spends among the top ten global markets and has moved up to the eighth position globally (The Economic Times-Brand Equity, 2023). In terms of effectiveness, research has shown that advertisements are highly persuasive and have a significant impact on consumer behavior (Batra & Ray, 1986). A study by the Indian Institute of Management, Indore, found that advertising can lead to a significant increase in brand awareness, recall, and purchase intention. However, the effectiveness of advertising in India is highly dependent on the cultural context and the ability of the advertisement to resonate with local values and beliefs (Batra & Ray, 1986).

According to a study conducted by Bezjian-Avery, Calder, Iacobucci in 1998, it was observed that, with traditional advertising, the consumers have no control over the order in which they are exposed to information. Online advertising is much less expensive and reaches a much wider audience and will probably give more profit than traditional advertising (Deshwal, 2016). Such advertising is relatively cheaper for the advertiser to use as a medium of conveyance since it often readily fits into the advertiser's budget unlike the stringent advertisement rates established in traditional media houses (Odun and Utulu, 2016).

### **Research Methodology:**

The study follows a qualitative approach, to examine the efficacy in proving the course of the research. The qualitative analysis will involve the examination of the content of a minimum of 4 advertisements from each of the five selected multinational brands. The content analysis will be done to identify the factors that affect the effectiveness of cross-cultural advertising in India, which will be supported by Hofstede's Cultural Dimensions Theory. This analysis will be done to provide a deep understanding of the cross-cultural advertising strategy and its effectiveness in India. Furthermore, the role of new-media in securing effective advertising will also be qualitatively analyzed.

In addition, a quantitative approach was taken to briefly analyze the role of new-media in advertising and was performed through a survey questionnaire distributed online. A convenience sampling technique was used to select participants who were easily accessible and willing to participate in the survey. The samples of the survey were experienced individuals in the advertising field. A total of 130 responses were recorded and used for the analysis.

### **Research Questions:**

1. Did the advertising strategies and techniques employed by multinational brands to enter the Indian market before the emergence of new-media prove to be effective?
2. How do multinational brands utilize new-media to establish brand equity in India and to what extent were they successful in doing so?
3. Whether new-media impacts the future of cross-cultural advertising for multinational brands and how significant is its role in securing the effectiveness of such advertising?

### **Research Objectives:**

1. To analyze and understand the effectiveness of the advertising strategies and techniques employed by multinational brands in the Indian market before the emergence of new-media.
2. To identify the new-media platforms used by multinational brands to establish brand equity in India and assess the efficacy of strategies employed.
3. To evaluate the role of new-media in securing the effectiveness of cross-cultural advertising for multinational brands.

### **Theoretical Framework:**

Hofstede's Cultural Dimensions Theory is a framework that explores the impact of culture on the behavior and attitudes of people across different societies. According to Hofstede's cultural dimensions theory, there are six dimensions that can help explain cultural differences: Power Distance, Individualism versus Collectivism, Masculinity versus Femininity, Uncertainty Avoidance, Long-term versus Short-term orientation, and Indulgence versus Restraint (Hofstede, 1980). By analyzing these dimensions, it becomes possible to comprehend how culture influences advertising and its effectiveness across cultures. This theoretical approach is relevant for the study, analyzing the effectiveness of cross-cultural advertising since it provides an understanding of how cultural differences can impact consumer behavior, attitudes, and preferences, which can be leveraged by marketers to develop more effective advertising campaigns that resonate with their target audience.



## Findings and Interpretation:

### 1. Case Study I:

#### 1.1 Lifebouy Ads Before the New-media Era in India:

- Lifebouy print advertisement (1970's):

The ad featured a man bathing with Lifebouy soap and was accompanied by the tagline "Where there's Lifebouy there's health" and the description "Lifebouy-washes away the germs in dirt." The ad's messaging aimed to promote the idea that using Lifebouy soap is essential for maintaining proper hygiene and good health. The ad emphasized the importance of cleanliness and hygiene, particularly in a country like India, where disease and infection are common. Through content analysis, we can infer that the advertisement was effective in imprinting the idea that Lifebouy is a symbol of proper hygiene and health maintenance in the minds of the Indian audience.

- Football match Ad (1992):

The advertisement begins with a scene at a football match, where a team wearing red clothing is being cheered on by a young child who whistles the familiar Lifebuoy jingle, "tandoorusti ki raksha karta hai lifebuoy...lifebuoy hai jahan tandoorusti hai wahan", meaning "Where there's health, there's Lifebuoy". The entire crowd joins in, and the player, inspired by their enthusiasm, scores a winning goal. The camera then focuses on the Lifebuoy pack and a red brick soap, which the athlete is shown using to bathe. As the team leader accepts the trophy, the crowd erupts in celebration, and the advertisement concludes with a voiceover declaring the player a "Champion".

Applying Hofstede's Cultural Dimensions Theory, it can be observed that the Lifebouy ads in India reflect a high score in the dimension of Masculinity, as they emphasize the importance of strength, competition and achievement, with the football match ad showcasing a winning goal and the player being declared a "Champion". In the football match ad, the athlete is shown as a leader and champion, who inspires his team and the crowd, reflecting the dimension of power distance. Additionally, the ads reflect a low score in the dimension of Uncertainty Avoidance, as they promote Lifebouy soap as a means of maintaining health and hygiene in a country where disease and infection are common, rather than relying on traditional methods or accepting the uncertainty of illness.

In the football match ad, the athlete's success is celebrated as a collective achievement, with the crowd joining in to support him. Finally, the ads reflect a high score in the dimension of Long-Term Orientation, as they promote the idea of using Lifebouy soap as an essential and ongoing practice for maintaining health and hygiene, rather than a one-time solution.

#### 1.2 Lifebouy Ads During the New-media Era in India:

- 'Help A Child Reach 5' Ad campaign (2013):

The ad aimed at addressing the social issue of high child mortality rates in India due to infections like diarrhoea and pneumonia. The mission began with the adoption of a village named Thesgora, which had the highest incidence of diarrhoea deaths in the country. The brand taught the villagers about the importance of proper hygiene and hand washing practices to prevent the spread of infections. The success of the initiative led to the promotion of the campaign through advertisements in various social media channels, particularly on Twitter, with the hashtag #HelpAChildReach5.

The ad campaign featured two ads, 'Gondappa' and 'Chamki,' both of which went viral on social media. 'Gondappa' focused on the story of a father whose first child survived beyond the age of five, while 'Chamki' portrayed the story of a newborn who grows up healthy, thanking her mother's use of proper hygiene practices during pregnancy and after childbirth. These ads resonated with the audience and brought attention to the issue of child mortality due to infections in India. The campaign garnered 25 million views on YouTube and received 16 million pledges to adopt proper hygiene habits, making it one of the successful health awareness campaigns in India.

- Lifebuoy x RCB (2021):

The advertisement of Lifebuoy in collaboration with RCB (IPL team) features the post-Covid life of Indians and their love for cricket. The content analysis reveals that the advertisement focuses on the relationship between cricket and the Indian people. It portrays the return to normalcy after the fear of Covid-19 in India. The ad highlights how cricket is an essential part of Indian culture and how Lifebuoy is supporting the Indian people in getting back to their regular lives while maintaining proper hygiene. The visuals of notable IPL players and daily life scenes in India complimented with cricket-related voiceovers create a connection between cricket and the regular lives of Indian people. The advertisement's main objective is to promote the use of Lifebuoy sanitizers and hygiene products to fight against Covid-19 while enjoying the spirit of cricket. Overall, the advertisement effectively conveys the message of maintaining proper hygiene while celebrating the love for cricket in India. Lifebuoy has successfully used the cultural significance of cricket in India to market their products while also creating an emotional connection with their target audience.

These two Lifebuoy advertisements in India represent the successful application of Hofstede's cultural dimensions theory in marketing strategies. In the 'Help A Child Reach 5' ad campaign, the brand focused on promoting the importance of proper hygiene and handwashing practices to prevent child mortality due to infections, which aligns with the high, power distance, collectivism, and high uncertainty avoidance cultural traits of India. The success of the campaign resonated with the Indian audience and created a sense of social responsibility among them.

In contrast, the Lifebuoy x RCB ad campaign utilized the cultural significance of cricket in India to market their products while creating an emotional connection with their target audience, which is in line with the country's high individualism and low uncertainty avoidance cultural traits. Overall, the brand's effective use of Hofstede's cultural dimensions theory in their marketing strategies played a significant role in promoting their products in the Indian market.

## 2. Case Study II:

### 2.1 Bata Ads Before the New-media Era in India:

- Bata's print advertisement (1960's):

The ad featured illustrations of girls wearing Bata shoes, along with descriptions such as "For girls who move in fun circles". These ads emphasized the importance of comfort and style, which was a unique selling proposition at the time. The use of Indian cultural symbols like bindis and hair ribbons in the ads was an effective way to connect with the local audience and establish Bata as a brand that understands their needs. Bata's old print advertisements in India reveal that the brand has always been innovative in its approach to marketing and has successfully built a strong brand image by focusing on the needs and preferences of its target audience.

- Bata Sandak (1995):

The ad aims to convey a message of quality and comfort in footwear by highlighting the issue of people opting for low-quality plastic footwear in India. Through the use of visuals and voiceover, Bata effectively showcases the prevalence of plastic footwear in India, portraying a scenario where even people on the road and in public transport are seen wearing plastic containers and bags on their feet. The ad then zooms in on people's feet, ridiculing the use of plastic instead of proper footwear. This visual is accompanied by a voiceover, "Don't laugh, you are making the same mistake too". When it was a time where Indian people were not much quality conscious, Bata enlightened them by demonstrating how most of the footwear were only made out from plastic and that it is not good for comfort. The ad ends with visuals of people wearing Bata Sandals followed by a Hindi tagline that translates to "Smile that covers feet", reinforcing the idea that investing in quality footwear can bring happiness and comfort. Overall, Bata's advertisement successfully conveys its message of quality and comfort while also appealing to regular scenarios in Indian society during that time.

Bata's approach to advertising in India, as seen through its print ad from the 1960s and the Sandak ad from 1995, can be analyzed using Hofstede's cultural dimensions theory. Bata's use of Indian cultural symbols in the 1960s ad highlights the brand's high degree of cultural sensitivity, as it recognized and catered to the local audience's needs and preferences.

The emphasis on comfort in the ad reflects a low power distance, as the brand sought to appeal to the individual needs of its target audience. In the Sandak ad, Bata appealed to the Indian society's collective sense of quality by educating the audience

on the negative effects of wearing plastic footwear. This approach reflects a high degree of uncertainty avoidance, as Bata sought to mitigate the risks associated with low-quality footwear.

## 2.2 Bata Ads During the New-media Era in India:

- 'Surprisingly Bata' (2018):

Bata, the renowned footwear brand, has been promoting its '#SurprisinglyBata' ad campaign with great fervor. This campaign first gained popularity with the success of Bata's '#ComeAndBeSurprised' advertisement in 2018. The catchy tagline, 'Surprisingly Bata,' was derived from this ad and has since become synonymous with the brand. This tagline has been prominently featured in all of Bata's successful advertisements in India. Building on this success, Bata launched its 'Men's Casual Collection' and 'Red Label Collection' under the 'Surprisingly Bata' banner. These collections, too, have been very well received by customers and have helped further cement Bata's position as a leading footwear brand in India.

- This Eid #LetsWalkTogether (2019):

The ad focuses on the cultural diversity in India by portraying the festival of Eid and the fasting that accompanies it. The ad starts by showing a busy office where one character is fasting for Eid. His colleagues hide their food from him, presumably to avoid making him feel bad. After the duty hours, the character leaves the office and is joined by his wife, and all of his colleagues come up to him, saying that they will unite his family for enjoying the Eid feast. The ad symbolizes the secularism prevalent in India and portrays how people from different religions can come together to celebrate each other's festivals.

Bata's ad campaign also emphasizes its brand's value of respecting cultural diversity in India. The ad uses the hashtag #LetsWalkTogether and concludes with the message, "The joy of every festival is in walking together". The tagline "Surprisingly Bata" may also suggest that Bata can surprise people with its brand's values, such as embracing cultural diversity in India. The ad remarks the brand's significant role in the Indian market with a concluding note that says, "Walking with India for over 85 years".

- #LiveLimitless Challenge (2023):

Bata has utilized social media as an effective advertisement tool by conducting a contest through Instagram to promote their new collection 'Sneaker Studio' in 2023 with the hashtag #LiveLimitless. The hashtag went viral on Bata's social media pages, and the contest required participants to post a reel or picture of their thrilling moments and nominate two friends to take up the challenge and tag the 'Bata India' account on Instagram. The campaign has been successful, with #LiveLimitless getting promoted well on Youtube and Instagram. The advertisements feature young Indian teenagers wearing Bata's new collection of Sneaker Studio, highlighting Bata's commitment to staying up-to-date with Indian trends. This social media campaign demonstrates how Bata is leveraging modern marketing strategies to reach out to its target audience and engage with them in a more meaningful way.

Bata's ad campaigns in India reflect the brand's understanding and appreciation of Indian culture and values, as demonstrated by Hofstede's Cultural Dimensions Theory. The ad campaign '#SurprisinglyBata' reflects Bata's ability to adapt to change and take risks, which is indicative of a low uncertainty avoidance dimension in Indian culture. The Eid ad campaign showcases Bata's respect for diversity and inclusivity, which aligns with India's high-power distance and collectivistic dimensions. The ad highlights the cultural diversity in India and the willingness of people from different backgrounds to celebrate each other's festivals. Finally, the #LiveLimitless campaign highlights Bata's focus on individualism. Bata's campaigns showcase the brand's ability to connect with Indian customers by understanding and catering to their cultural values.

## 3. Case Study III:

### 3.1 Colgate Ads Before the New-media Era in India:

- Colgate Print Ads (1970's and 80's):

The advertisement highlights the partnership between Colgate and the Indian Dental Association (IDA) in 1976 to promote oral hygiene. The message is conveyed through early print ads that featured catchy captions such as "Give them the Colgate ring of confidence" and "You'll love its fresh minty taste!" The advertisement emphasizes the benefits of using Colgate

toothpaste, which not only provides fresh breath but also gives the user confidence. The ad subtly suggests that using Colgate toothpaste will result in a positive social outcome. Additionally, the use of the word "love" in the caption suggests that the product is not just effective, but also pleasant to use. Overall, the advertisement is persuasive, appealing to both practical concerns about oral hygiene and emotional desires for confidence and social acceptance.

- 'Colgate Total' Ad (1990's):

The advertisement of 'Colgate Total' from the early 90's was centered on featuring Indian notable celebrities on television. The ad showcased the cricket sensation, Sachin Tendulkar, playing cricket and flashing his bright smile, attributed to the use of Colgate toothpaste. Sachin's co-players were depicted as awestruck by his smile, which remained fresh even after a long day of playing cricket. The advertisement also highlighted the spirit of cricket to appeal to the Indian audience. Overall, the content of the advertisement aimed to promote the effectiveness of Colgate toothpaste in keeping one's smile fresh and attractive, with the added attraction of featuring a well-known cricket player, Sachin Tendulkar. The ad emotionally connected with the Indian audience, by incorporating the spirit of cricket, a game that is revered in India.

The advertisements by Colgate in India, both in the 1970s and 80s and in the 1990s, reflect a cultural orientation that emphasizes the importance of social acceptance and appeals to the emotional needs of the audience. The use of catchy captions, celebrity endorsements, and the incorporation of the national sport of cricket, highlight the collectivist and high-context nature of Indian culture. The advertisements tap into the emotional and social desires of the audience and position Colgate toothpaste as a product that not only provides practical benefits but also emotional satisfaction. Overall, the advertisements reflect the cultural dimensions of collectivism, high-context communication, and a focus on emotional and social needs, as identified by Hofstede's Cultural Dimensions Theory.

### 3.2 Colgate Ads During the New-media Era in India:

- 'Smile Karo Aur Shuru Ho Jao' Ad campaign (2020 - 2023):

The #SmileKaroAurShuruHoJao campaign by Colgate is a social media and TV ad campaign that started in 2020. The campaign revolves around encouraging people to share their Colgate smiles on social media, with the hashtags, #SmileKaroAurShuruHoJao and #Optimism. The campaign kicked off with an ad featuring an elderly woman remarrying and revealing her new relationship to her family, a storyline that garnered significant attention from social media users in India, especially during the early days of the Covid-19 pandemic.

In 2023, the campaign took a different turn by featuring Kiran Kanojia, India's first female Blade Runner. The ad featured inspiring visuals of her standing up in her life after losing her leg in an accident, coupled with a motivational voiceover. The campaign leveraged the power of social media, with the ad being posted on various platforms including Twitter, Instagram, and Facebook. The #SmileKaroAurShuruHoJao campaign is an excellent example of how brands can use social media to connect with their target audience, promote their brand, and drive engagement.

- #USAvsIndia Social media post (2021):

Colgate-India's Twitter account shows that the brand uses national symbols to create a sense of belonging and cultural identity. By featuring the American and Indian flags, the advertisement suggests that Colgate is a global brand that is accepted and appreciated by people from different countries. The use of Hindi language in the conversation between the flags indicates that Colgate has adapted to the Indian market by recognizing the local language and cultural preferences. This strategy strengthens the brand's relationship with Indian consumers, who are likely to feel more connected to Colgate as a result.

Furthermore, the advertisement highlights the importance of a beautiful smile, which is a universal symbol of confidence and well-being. By using the phrase "Kya mast Colgate wali smile hai" in Hindi, the advertising reinforces the idea that Colgate is a trusted brand that helps people achieve their dental health goals. The message is clear: Colgate India cares about the dental health of its consumers and provides them with the tools they need to achieve a beautiful smile. The followers were also asked to tag 'Colgate India' in their photos. Overall, this advertisement is a successful example of how a global brand can use local cultural elements to connect with consumers on a personal level.



- 'Colgate Visible White O2' Ad (2022):

The SmileOutLoud ad campaign by Colgate was aimed at promoting the Colgate Visible White O2 product, which claims to offer a 'teeth whitening revolution'. The company made use of social media influencers, such as Twitter and Instagram, to maximize its reach. By collaborating with these influencers, Colgate was able to tap into their large followings and extend the reach of its campaign to a wider audience. Additionally, the use of video ads on platforms such as YouTube and television also helped the brand to reach a broader audience. This form of advertising, which utilizes social media influencers and digital media, has become increasingly popular in recent years and Colgate's SmileOutLoud campaign is a good example of how multinational brands can effectively leverage new media to promote their products.

The Colgate advertisements in India demonstrate a good understanding of the local culture and preferences, as seen through the lens of Hofstede's Cultural Dimensions Theory. The #SmileKaroAurShuruHoJao campaign leverages India's high level of collectivism by encouraging people to share their smiles on social media, thus creating a sense of community and belonging. The use of the elderly woman remarrying storyline and featuring India's first female Blade Runner in the ad campaign shows a high level of femininity and individualism, respectively.

The #USAvsIndia social media post reflects Colgate's adaptation to India's culture by using national symbols and Hindi language, while promoting the universal symbol of a beautiful smile. The #SmileOutLoud ad campaign for 'Colgate's Visible White O2' product demonstrates the brand's ability to effectively leverage new media by using social media influencers and digital media to reach a wider audience. Colgate's advertisements in India demonstrate a good understanding of the local culture and preferences, which is essential for multinational brands to succeed in foreign markets.

#### 4. Case Study IV:

##### 4.1 Maggi Ads Before the New-media Era in India:

- Maggi's print advertisement (1980's):

The ad featured a young girl child enjoying Maggi noodles with the caption "Mummy I'm hungry" prominently displayed. Notably, the mother's image was absent from the ad, indicating that the advertisement was aimed at mothers as the target audience. The message was clear that Maggi noodles were a convenient and quick meal option for busy mothers who needed to quickly satiate their children's hunger. The image of the girl child enjoying the noodles also conveyed a sense of happiness and satisfaction, suggesting that Maggi noodles could bring joy to both children and mothers.

- Maggi Ad (1982):

The ad features an Indian mother, cooking Maggi noodles for her daughter and friends. The daughter expresses her hunger and says, "Mummy I'm hungry", while the mother assures her that she will be fed in just two minutes. The ad became quite popular and was later dubbed in Hindi for televisions in India during the 80s. Since the ad's release, the mother character has been a constant presence in almost all of Maggi's ads in India, solidifying her as a significant part of the brand's identity. The ad highlights the ease and convenience of cooking Maggi noodles, implying that even busy mothers can quickly prepare a tasty meal for their children. Overall, the advertisement is nostalgic for many viewers and is a great example of how a brand can establish a recognizable and memorable advertising campaign.

Based on Hofstede's Cultural Dimensions Theory, Maggi's print advertisement from the 1980s and the 1982 ad in India can be analyzed through several dimensions. The focus on convenience and quickness in both ads can be seen as a reflection of the high-power distance in Indian culture, where authority figures are expected to make decisions quickly and efficiently.

The emphasis on the mother's role as a caregiver and provider for her children aligns with India's high collectivism, which values the needs of the group over the individual. The ad's emotional appeal to the joy and satisfaction of children and mothers can be seen as an expression of India's high uncertainty avoidance, where people tend to avoid ambiguity and seek emotional stability. The ads demonstrate an understanding of Indian cultural values and effectively convey the message that Maggi noodles are a convenient and tasty meal option.



## 4.2 Maggi Ads During the New-media Era in India:

- Maggi's 'Atta Noodles' (2014):

The ad features mothers cooking Maggi for their children and emphasizing the nutritious properties of the wheat-based product. In 2014, Maggi launched the #HealthIsEnjoyable campaign to promote 'Atta noodles' as a healthy and safe option for kids. The advertisement positions Maggi as a brand that prioritizes the health of its consumers, specifically children, by opting to make wheat noodles instead of using white flour. The advertisement acknowledges the widespread belief among Indians that wheat is healthier than white flour, which is why 'Atta noodles' have been well-received by the Indian market. Overall, the advertisement effectively emphasizes the health benefits of Maggi's 'Atta Noodles' while capitalizing on the cultural values and preferences of Indian consumers.

- #WelcomeBackMAGGI (2015):

The ad campaign featured mothers who were confidently trusting the safety of Maggi, even after the incidents of claims that it was unsafe. The advertisement was promoted with hashtags like #WelcomeBackMAGGI and 'Your Maggi is Safe,' which gained a lot of popularity. The campaign showed mothers celebrating the return of Maggi and happily cooking it up for their kids, indicating that the product was highly anticipated. The ad successfully emphasizes the safety of the product, which can be seen as an attempt to gain back customer's trust after the safety concerns raised with this brand.

- "Desh ke liye 2 minutes" (2021):

The ad aimed at empowering Indian women to start their food businesses, by organizing a contest for women. The contest provided an opportunity for the participants to kickstart their dream venture in the food industry. The competition had two categories, 'Food delivery business' and 'Online food channel,' and the top 10 winners were awarded in each category. The social media buzz got generated by the contest with the hashtag #DeshKeLiye, which indicates the social media presence of the brand and the success of the campaign. The campaign promotes Maggi as a brand that empowers women and supports their entrepreneurial spirit, particularly in the food industry.

The analysis of Maggi ads during the new media era in India reflects the effective use of Hofstede's Cultural Dimensions Theory. The advertisement campaigns, especially the 'Atta Noodles' and 'WelcomeBackMAGGI' campaigns, capitalized on the cultural values and preferences of Indian consumers. These ads aimed at emphasizing the importance of health, safety, and trust, which are significant cultural dimensions in India. The 'Desh ke liye 2 minutes' campaign promotes Maggi as a brand that empowers women and supports their entrepreneurial spirit, which aligns with India's cultural value of women's roles in society and aligns with the dimension of femininity. Maggi has successfully connected with Indian consumers by creating advertisements that align with their cultural values and preferences, which has contributed to its success in the Indian market.

## 5. Case Study V:

### 5.1 Nokia Ads Before the New-media Era in India:

- 'Nokia 1100' (2003):

The advertisement showcased a truck driver and his assistant who benefit from the phone's built-in torchlight feature during their night journeys. The ad emphasized the product's practicality and usefulness for Indian consumers. The message "Made for India" reinforced Nokia's commitment to understand and meet the specific needs of the Indian market. The advertisement's success was evident in the fact that the 'Nokia 1100' became the best-selling phone, with over 250 million devices sold. Nokia's campaign seems to have resonated well with Indian audiences, positioning the brand as a reliable and trustworthy home brand for Indian consumers.

- Nokia "Daakiya" Ad (2005):

The ad promoted the messaging service of Nokia phones, and became a sensation in India. The advertisement portrays a postman delivering messages through the phone's messaging service, with the receiver girl immediately reading and responding to the message. This advertisement was groundbreaking for the Indian audience, highlighting the convenience of messaging

through mobile phones and signaling the decline of traditional letter writing. The ad effectively conveyed the benefits of using Nokia's messaging service and captured the changing technology landscape in India during that time.

Nokia's ads for its '1100' and messaging service in India demonstrate the company's high level of individualism and practicality, as well as its ability to tailor its marketing efforts to meet the specific needs of the Indian market. These ads also exhibit Nokia's commitment to innovation and its willingness to adapt to the changing technology landscape in India, which is indicative of its low level of uncertainty avoidance. Nokia's messaging service ad in particular reflects the company's emphasis on indulging in new experiences and challenging traditional practices, which aligns with the country's high level of indulgence. Overall, Nokia's success in the Indian market can be attributed to its ability to strike a balance between its individualistic approach and the unique cultural norms and values of India.

## 5.2 Nokia Ads During the New-media Era in India:

- #UniteFor #Love (2017):

The campaign focuses on the theme of family bonding and the importance of spending quality time with loved ones during the Diwali festival in India. The advertisement features a mother who longs for her son's attention, as he is always busy on his phone. The son eventually realizes the value of spending time with his mother and gifts her his phone as a Diwali present, indicating his willingness to bond with her. The ad's popularity is evident as it garnered 17 million views within two weeks of its release. Furthermore, the ad cleverly connects with Indian audiences by highlighting the significance of Diwali and how it serves as an opportune time to bring families together. The #UniteFor #Love campaign's message was widely shared on social media platforms, emphasizing Nokia's desire to build emotional connections with its customers.

- 'Speeding India Ahead' (2020):

The online campaign aims to bring 5G services to all of India. The ad has been widely promoted on social media platforms and highlights Nokia's partnership with Airtel mobile services to make the dream of 5G a reality. Additionally, Nokia has launched new 5G phone editions in 2022, further emphasizing its commitment to providing 5G services to Indian consumers. The ad effectively emphasizes Nokia's expertise in the technology sector and its commitment to driving innovation in India's telecommunications industry. Overall, the ad is targeted towards technology-savvy consumers who value speed and connectivity and highlights Nokia's strong position in the 5G market.

The Nokia ads in the new media era balances the dimensions of individualism and collectivism in most of them, respective to the Indian trends. The #UniteFor #Love campaign aligns with India's collectivist culture by emphasizing the importance of family and community during Diwali. This advertisement appeals to the Indian audience's need for emotional connections and social harmony. In contrast, the 'Speeding India Ahead' campaign highlights Nokia's technological expertise and emphasizes individualism, as it targets technology-savvy consumers who value speed and connectivity. Nokia's successful ad campaigns demonstrate its ability to adapt to different cultural dimensions and cater to the diverse needs of Indian consumers.

## 6. Effective Advertising in Pre-New Media Era:

According to the data published in the 'A&M Magazine', a renowned publication in India, Colgate-Palmolive was listed as one of the most admired FMCG (Fast-moving consumer goods) companies in the country in 1996. The magazine had previously ranked the company in 4th place among other multinational corporations in 1995 and 5th place in 1996. Other popular multinational companies like Hindustan Lever, Nestle, Cadbury, and ITC were also included in the list of most admired FMCG companies in India. Colgate-Palmolive's recognition as one of the leading FMCG companies highlights its success in meeting the demands and expectations of the Indian consumers. Colgate-Palmolive has been recognized as a consistently superior advertising company, ranking 7th and 8th in 1995 and 1996, respectively. This accolade is a testament to the company's dedication to crafting effective and impactful marketing campaigns. In addition to their advertising prowess, Colgate-Palmolive has also been listed as a company with good relations with retailers or customers, ranking 5th and 3rd in 1995 and 1996 (A&M Magazine, 1996). This demonstrates the company's commitment to building strong and positive relationships with its customers and retail partners, a crucial factor in sustaining long-term success in the marketplace.

In the September 1996 edition of 'A&M Magazine', Bata was one of the top brands in India, ranking second on the list, after Colgate. The shoe company had established itself as a trusted and reliable brand in the Indian market, with a wide range of footwear options for all age groups. Lifebuoy, a popular soap brand, ranked 13th on the list. Known for its germ-fighting

properties, Lifebuoy had become a household name in India, particularly in rural areas. Maggi, a well-known instant noodle brand, ranked 20th on the list. Despite facing some controversy over its ingredients, Maggi had gained immense popularity in India, offering a quick and convenient snack option for people of all ages. These brands had established themselves as strong players in the Indian market, catering to the diverse needs and preferences of consumers.

## 7. Effective Advertising in New-media Era:

The Lifebuoy #HelpAChildReach5 campaign was a huge success due to its propagation through social media platforms. According to the creators of the ad, the length of the film was suited for a one-time exposure and thus worked best as a viral film online. The campaign emotionally and culturally appealed to Indian consumers and persuaded them to consider the brand. The campaign would not have been possible through television alone, and its success on social media platforms allowed the brand to reach a wider audience. By leveraging the power of social media, Lifebuoy successfully conveyed its message and made a lasting impact on its target audience, highlighting the importance of digital marketing in today's world.

In early 2015, Maggi faced a significant setback due to the presence of high levels of lead in its products, which led to a nationwide ban in India. However, the brand managed to make a remarkable comeback through the #WelcomeBackMAGGI campaign. This campaign not only utilized traditional advertising methods such as television commercials, but it also leveraged the power of social media to spread its message far and wide. The use of the hashtag allowed the campaign to gain momentum quickly and generated a buzz amongst the brand's target audience. Consumers were encouraged to share their pictures of consuming and cooking Maggi, which helped to build a sense of community and reinforce brand loyalty. This was made possible due to the involvement of new-media, which allowed the campaign to reach a wider audience and engage with consumers in a more interactive and personalized manner. The #WelcomeBackMAGGI campaign was a prime example of how brands can utilize the power of new-media to create successful marketing campaigns and strengthen their brand image.

Bata, has been a home-brand in India for several decades. The brand has managed to stay relevant and engage with its customers through active participation in social media. The #SurprisinglyBata campaign is one such example which features unique and creative designs of Bata's footwear collection, which are showcased on various social media platforms. This campaign not only helps the brand to stay top-of-mind among consumers but also encourages them to engage with the brand by sharing their own experiences and feedback. Bata's involvement in social media has been instrumental in expanding its product line beyond school shoes to include a wide range of men's and ladies' footwear collections, thereby keeping up with the changing trends and preferences of its customers.

The 'Smile Out Loud' campaign launched by Colgate to promote their product, 'Colgate Visible White O2', was a highly effective strategy that utilized social media influencers to challenge the social stigma surrounding imperfect smiles. The campaign featured popular influencers Toshada Uma, Dolly Singh, and Prarthana Jagan in their ad films and utilized social media platforms like Instagram and YouTube to spread its message. By leveraging the popularity of these influencers, Colgate was able to reach a wider audience and generate a buzz around their product. It was highly successful, going viral across social media platforms and creating a positive impact on the brand's image. The 'Smile Out Loud' campaign was a well-executed and appropriate propagation by Colgate, and is a great example of the power of social media influencers in marketing.

Nokia India's advertising strategy has focused on the use of emotional appeals to connect with their target audience and was well executed through social media campaigns. One notable example of this approach was their #UniteFor #Love campaign, which celebrated the Diwali festival and incorporated it with the brand's message. By encouraging people to post images of their Nokia phones with the hashtag. The campaign effectively leveraged new media to connect with consumers and create a sense of community around the brand. By celebrating Indian festivals and cultural traditions, Nokia was able to tap into the emotional connection that Indians have with their culture, and in turn, strengthen their brand loyalty. This demonstrates the effectiveness of using emotional appeal in marketing campaigns and how social media can be an effective tool for building brand engagement.

## 8. Role of New-media in Cross-cultural Advertising:

New-media has become an increasingly important tool for multinational brands looking to secure cross-cultural advertising in India. The utilization of video marketing has become a prominent way to attract consumers' attention. According to marketing enablement firm Brainshark, approximately 65% of people will watch a video rather than read content. This has encouraged companies to utilize online learning platforms to educate consumers on how to use their products and showcase their brand personality. In today's digital age, a mere online presence is not enough to engage customers. It is imperative for brands to

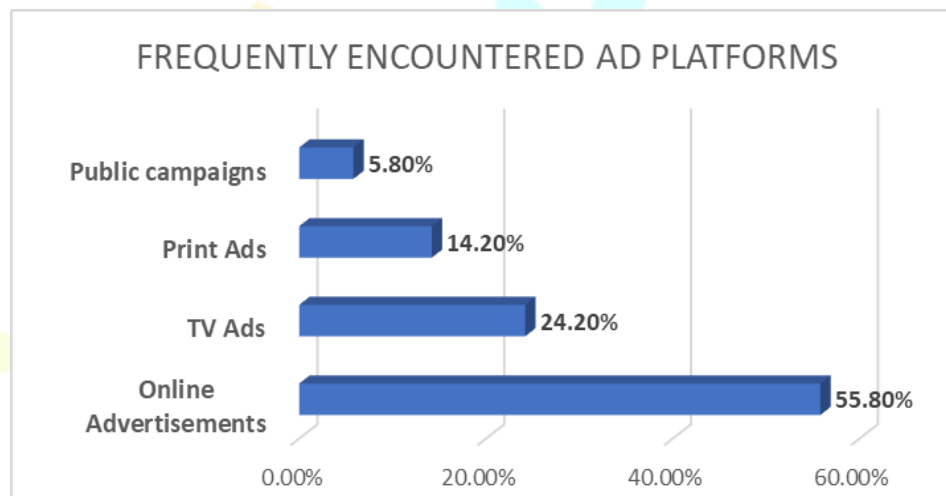


have dynamic websites that are frequently updated with fresh content. This approach can help retain consumer interest and encourage them to return.

Search engine optimization (SEO) is a crucial aspect for every business to ensure that they rank on the first page of search engine results. By continuously updating the website with informative and relevant content, and obtaining quality inbound links, a business can gradually improve their ranking. Advanced marketing analytics can also help in quantifying the impact of these efforts on the bottom line. Social media marketing is a great way to build relationships with consumers by actively listening to their conversations and responding to them.

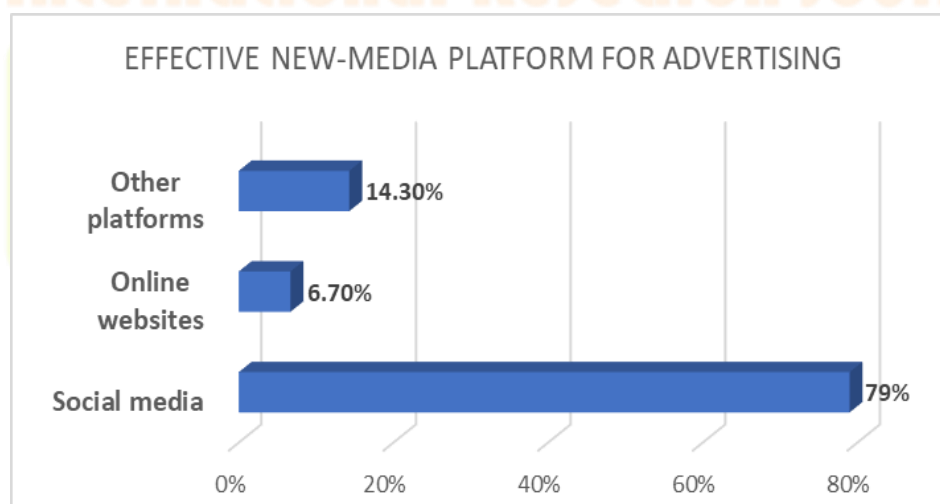
### 8.1 Significance of Online Advertisements:

Based on a survey of experienced individuals in the advertising field, who are exposed to creative advertisements on a daily basis, it was found that online advertisements were the most frequently encountered ad platform, surpassing both television and print ads. The survey sample consisted of respondents aged 30 and above, with 36% falling within this age range and 39% above the age of 50.



55.8% of the respondents ensure that online advertisements are most frequently encountered by people in today's world.

### 8.2 Optimal Platform for Advertising in The New-media Realm:



Amongst the new-media platforms widely used for advertising, 79% of the respondents opted for social-media as an effective one. This data compliments the earlier analysis of advertisement strategies employed by multinational brands in the new-media era.

**Discussion:**

The study divulged in proving the effectiveness of cross-cultural advertising and reveals compelling findings. Firstly, multinational brands have historically employed a number of different advertising strategies in order to appeal to the Indian consumers. These strategies have included the use of local celebrities and specific cultural references, as well as the adaptation of global campaigns to fit the Indian market.

Secondly, the study found that the emergence of new-media technologies in India has had a significant impact on the way that multinational brands advertise in the country. The increased use of digital platforms and social media has led to a greater emphasis on interactive and personalized advertising, as well as the use of data analytics to target specific consumer segments. Finally, the research revealed that whilst there are some commonalities in the way that multinational brands approach cross-cultural advertising in India, there are also significant differences in their strategies and tactics. These differences may be influenced by a range of factors, including the industry in which the brand operates, the target audience, and the brand's overall marketing objectives.

One of the key outcomes of this study is a better understanding of the challenges and opportunities that multinational brands face when advertising in India. For example, the study highlights the importance of understanding local cultural norms and values, as well as the need for brands to be sensitive to issues such as gender, religion, and societal norms. The research also points to the potential of new media technologies to enable brands to reach and engage with Indian consumers in innovative and effective ways. By providing insights into these challenges and opportunities, this research can help multinational brands to develop more effective cross-cultural advertising strategies in India.

Whilst this study provides an analysis of cross-cultural advertising in India, there are many other aspects of this topic that warrant further investigation. For example, future research could explore the role of language in advertising, the impact of regional differences on advertising and the effectiveness of different advertising formats (such as video, display ads, and sponsored content) in the Indian context. By identifying these areas for further research, this paper can help to guide future studies in this field and contribute to a deeper understanding of cross-cultural advertising in India.

**Conclusion:**

The study has shed light on the importance of cross-cultural advertising in India and how it has evolved with the advent of new-media. The case study on multinational brands has demonstrated that effective advertising strategies can be developed by considering cultural and emotional factors that are unique to the Indian market.

With the increasing adoption of digital media, it has become even more important for multinational brands to understand the Indian consumer psyche and tailor their advertising accordingly. As the Indian consumer market continues to grow and evolve, it is imperative for multinational brands to understand the cultural nuances and the role of new-media in advertising to achieve successful cross-cultural communication. The study also provides a basis for future studies on cross-cultural advertising in India and other emerging markets, particularly in the context of new-media. This study serves as a resource for marketers and advertisers looking to expand their reach in India, and emphasizes the need for culturally sensitive advertising practices in today's globalized world.

**Limitations of the study:**

The study is limited by the time constraints under which it was conducted. Besides, the research may not have fully accounted for regional cultural differences within a culturally diverse country like India, which could have had an impact on the findings and conclusion.

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