



**BRAINSTORMING:** The audience at the 'Future Shock' advertising convention in Chennai.  
PHOTO: M. VEDHAN

## Product promotion in the digital era

Which TV ad has everyone pulling up the waistbands of their jeans or skirts? Which one shows a man pondering if he should pick up a mislaid Rs. 500 note? And which ad was so successful that it made the cost of pug dogs shoot up?

If you had answered Kit Kat Lite, Iodex and Hutch, then full marks to you for brand recall. But to have made these products easy to remember, creative teams probably spent days understanding customer tastes and brainstorming for ideas.

If you like to get people excited about an idea that you want to promote, then advertising, communication and marketing could be a career choice. With the growth of the Internet and digital technology, new channels for advertising are coming up. This translates into more jobs in client servicing, PR, film production, event management, market research, retail and rural marketing.

In response to the needs of today's clients, many advertising agencies offer a range of services that include creative production, product promotion,

media planning and PR. Advertising Club Madras recently held a convention to discuss the trend of integration of services.

"Over the last few years, the compartmentalisation is slowly disappearing. Many agencies are looking for candidates with more than one skill set," says Jagannath Ramaswamy, Director of the PG diploma course offered by Advertising Club Madras and head of Crystal Communication. The key skill to learn is how to articulate well. A creative person must not only come up with an idea but also express how it can work well to the client, Mr. Ramaswamy explains. A fresher may start at Rs. 7,000 per month and move to Rs. 15,000 in about two years. Later, the compensation is worked out according to an individual's merit.

"The fundamental thing about advertising is passion," says Vijay Xavier, Associate Vice-President of communications agency Lowe Chennai. "You have to be 100 per cent committed from the time an idea is created to its execution."

Mr. Xavier says that young people are equipped with skills,

thanks to the number of specialised communications courses, but need to be excited about the challenge of making a brand successful. "This profession gives a lot of fun. You deal with and influence human beings." Sound technical skills are a big plus.

R.V. Rajan, Chief Managing Director, Anugraha Advertising, says, "It is not enough if you can sketch. You have to know Coreldraw, Photoshop..."

Mudra Institute of Communications, Ahmedabad, is considered the best among the institutes offering ad and PR courses. Indian Institute of Mass Communication, Bharatiya Vidya Bhavan, and Mumbai-based Sophia College are some of the other well-known schools.

Advertising Club Madras runs a 9-month, part-time course. Many colleges in cities across India offer degree and diploma courses today.

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