

Content available at: <https://www.ipinnovative.com/open-access-journals>

Journal of Management Research and Analysis

Journal homepage: <https://www.jmra.in/>

Original Research Article

A study on advertisement strategies adopted by FMCG companies with special reference to nutritional drink products for kids

Vikas Neharkar¹, Nilesh Anute^{1,*}

¹Dept. of Marketing, ASM'S Institute of Business Management & Research, Pune, Maharashtra, India



ARTICLE INFO

Article history:

Received 11-06-2022

Accepted 15-06-2022

Available online 22-06-2022

Keywords:

Keywords: Nutritional drink

Advertisement strategies

Advertisement appeal

ABSTRACT

The main objective of writing this research paper is to identify the advertisement strategies used by nutritional drink companies for children. In today's technology advertising is very important to staying our product in the market and for attracting customers to the brand. And as per increasing technology companies get moving toward new strategies and plans. Now all companies know that children's products like nutritional drinks are the need of today's children. And all companies make their advertisements with the appeals like Rational appeal, Emotional appeal and motivation appeal to attract children and to give product information to children parents.

All companies create advertising by using celebrities, sportsmen, and mainly moms and their children. In this type of nutritional drink advertising, they are a health care product and in India when the health of children comes then major factors come with Mother and those strategies are mostly used by the health care companies. This research paper has shown about advertising strategies of the top 6 health nutritional drink company's products.

Keywords: Nutritional drink, Advertisement strategies, Advertisement appeal

This is an Open Access (OA) journal, and articles are distributed under the terms of the [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 License](https://creativecommons.org/licenses/by-nc-sa/4.0/), which allows others to remix, tweak, and build upon the work non-commercially, as long as appropriate credit is given and the new creations are licensed under the identical terms.

For reprints contact: reprint@ipinnovative.com

1. Introduction

Healthcare has become one of India's largest sectors, both in terms of revenue and employment. Hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance, and medical equipment are all part of the healthcare industry. The Indian healthcare system is expanding rapidly as a result of improved coverage, services, and increased spending by both public and private entities. All children's nutrition drinks companies are part of the health care sector. And there are so many companies that produce drinks for children that contain nutrition for the fulfillment of body needs by giving nutrition supplement, to better health and better growth physically or mentally.

The Indian healthcare sector, which employs 4.7 million people as of 2021, is one of the country's top employers. The industry has a lot of potentials. Nutritional drinks are popular among kids because they are available in different flavors, and those flavors enhance the tastes of milk and drinks in a few seconds. Also, the advertising of that product uses strategies that attract children to their brands. Children's health care products like nutrition food and drinks use various types of advertising, they use different media and different strategies. Companies use different advertising platforms like Print advertising, outdoor advertising, broadcast advertising, surrogate advertising, public service advertising, celebrity advertising. Advertising functions by Stimulates Demand, Builds Brand Image, Develops Brand Preference, Strengthen Other Promotion-mix Elements, and Competitive Weapons.

* Corresponding author.

E-mail address: nileshanute@gmail.com (N. Anute).

That nutritional drink is of two categories 1) Malt based and 2) milk-based Malt-based means malted cereal is the primary ingredient and milk-based milk is a primary ingredient. Malt based- Horlicks (39%), Bournvita (51%), Boost (49%), Patanjali power Vita (42.7%) and milk-based - complain (46.9%), pediasure. All companies are spending roughly 12% of their annual revenue on marketing. And Advertising In 2021 total Advertising Expenditure is growing 37% than last year.¹

2. Literature Review

Binod Kumar Singh (2012), Consumer Research on Horlicks "The Great Family Nourisher"- Horlicks has served Indians for 70 years and continues to have a strong market thanks to its 'Something for Everyone' strategy, which is strongly remembered in the minds of consumers every time they purchase health drinks, according to a case study.

Swati Bisht (2013) in her review paper, Impact of TV advertisement on Youth Purchase decision" It was discovered that there is a positive association between emotional response and consumer purchasing and television advertising, rather than between environmental response and television advertising, as well as between television advertising and young decision-making. Advertisements on television influenced the customer's decision to try the product.

Sudaath Weerasiri, H.S Nadeeka (2016) in their paper, "Impact of Television Advertisement on Youth Buying Behavior, with special reference to the fruit drink market in Srilanka, Marketers should pay attention to and focus on the television advertisement sector to produce sales and drive their firm to success, according to the study.²

Malini Singh, Dr. AtulPandey (2017), in their literature review paper Consumer buying behavior is considerably changed if emotional appeals are used properly, according to the author, allowing marketers to build a strong market base.

Dr.Cross Ogohi Daniel (2019), 'Effect of Advertisement on Consumer Brand Preference' He formed his perspective regarding brand preference among customers based on three factors: advertisement content, celebrity endorsement, and perceived product quality.

Neha Sakhlecha, Dr. C.Nithya, and K. Keerthi Jain (2021) in their research on the influence of motivation advertisements on consumer buying behavior regarding health drinks study comes to this conclusion after observing participants that motivational ads have a direct impact on the consumer buying behavior.³

3. Research Methodology

This research paper is based on secondary research. The data is collected from news articles, blogs, TV

advertisements, web advertisements, and some research papers. This research paper is mainly focused on the advertising strategies used by the companies of health care products like the nutritional drink.⁴

4. Research Objectives

1. To study the different types of advertisement and the concept of advertisement appeal.
2. To study the advertisement types used by FMCG companies wrt nutritional drink products for kids.
3. To study the advertisement appeals used by FMCG companies wrt nutritional drink products for kids.
4. To study the influence of advertisement strategies adopted by FMCG companies wrt nutritional drink products for kids.

5. Secondary Data Analysis

5.1. Product name

Pediasure, Company Name: Abbott India Pediasure is a nutritional supplement that provides complete balanced nutrition for children 2 years and above to help support growth, especially for fussy eating kids. Four variants of pediasure namely VANILLA CHOCOLATE, COOKIE CREAM, and KESAR all equally good in taste and nutrition.⁵

5.2. Advertising strategies

Pediasure is the popular brand of Abbot India. Pediasure uses different advertising strategies and different media like print media and television media. The print media use advertising for attracting customers and children and partners. Products are for children so they use different colors in print and different cartoons or children's images that are attracting children to their products. In which they show that poster like 1 glass of pediasure with having milk with flavor comes out from the glass. At that time they use a Rational advertisement appeal they show the features of the product and how this product is best from others. They show like 1 Glass of pediasure containing 5 scoops of pediasure in milk is equal to 1 egg, 1 bowl cooked rice, 2...3 strawberries, 3 carrots, it containing iron like 2 bunches of spinach, zink as 1 fistful of cashew nuts and 1 fistful of groundnuts And form that they give rational appeal to the parents for buying this product.

As per the advertisement for pediasure. They use strategies like they show comparisons between 2 children that one is taking pediasure and He has good health and other children not talking pediasure is not strong. In this advertising, they show emotional appeal as well as rational appeal. Emotional appeal-like children mom getting nervous when she saw his children is not strong as compared to those who take pediasure and then another mother said him

about pediasure. And as a Rational appeal they show product information at the end of 30-sec advertising, they show how pediasure comes with 37 ingredients, and it is helpful to get 50% more growth. And in the end, they show that it's helpful for health. And they show that pediasure is the No.1 pediatrician-prescribed brand.⁶

5.3. Advertising types

Print advertising, Television advertising

5.4. Advertising appeal

RATIONAL APPEAL AND EMOTIONAL APPEAL.

5.5. Influence on consumers

From the pediasure advertising children's parents get influenced to buy this nutritional drink product for their children, from advertising children get attracted toward the glass of milk with pediasure and their parents get influenced by advertising.

6. Horlicks

Product Name: Horlicks, Company Name: Hindustan Unilever

Hindustan Unilever (HUL), our Indian listed subsidiary and the country's largest fast-moving consumer goods company, merged with GSK Consumer Healthcare.

6.1. Advertising strategies

Horlick is the popular Brand of hindustan Unilever. Horlick uses different types of advertising through print media, by television by organizing different campaigns. Such campaigns and advertising strategies used by Horlicks are, Horlicks' "Taller, Stronger, Sharper" campaign, in which one group of children was given Horlicks drinks while the other was given conventional milk-based drinks, and after a month, a test was conducted showing that kids drinking Horlicks were taller, stronger, and sharper than the other group.

Another campaign with a similar concept was run by GlaxoSmithKline, in which Darsheel Safary was seen dashing through classrooms, rooftops, staffrooms, and playgrounds with a few kids sipping Horlicks and propagating the idea of "Badlo Apne Bachpan Ka Size." Horlicks made a commercial in which a youthful prince defeats an older soldier but runs away from a glass of milk to promote the launch of the new Kesar-Badaam flavor. As the Queen's mother becomes concerned, two people arrive with Kesar (saffron) and nut (badaam), which are crushed and combined with the milk to improve the flavor, and the prince drinks the whole glass.

This advertisement was continued for the Chocolate flavor launching with the tagline "Doodh ka glass

khallas". To engage the school-goers of urban areas, the advertisement for the inventor in children was launched where a mother finds the egg case in the fridge almost empty and as she checks her son, he is found to be experimenting with eggs to generate electricity. This campaign was extended to activating exercises for kids and mothers. An advertisement was made where a tuition-paying student is given cookies and fruits by his mother at first, and then the scene changes to the youngster drinking a cup of Horlicks by alluding to "Food Science" and saying how beneficial it is to take two glasses of Horlicks every day.

The "Badhne ki bhokh rag rag mein" campaign was an inspiring advertisement in which children excelled in various fields ranging from academics to dancing, tennis to football, and the mother was seen bringing the children Horlicks mugs, claiming that Horlicks provides the carving for doing something. The Growth+ campaign was launched to address malnutrition and under-growth in children aged 3 to 9. It demonstrated how nutrition-rich, clinically-proven Horlicks can help with growth-related difficulties. The "Mission Poshan" campaign was launched with the same emphasis, with iconic actor Amitabh Bachchan serving as the spokesperson. There were several activities, such as a live 12-hour telethon and camping, focusing on a child's first thousand days and addressing any stunting or nutritional issues.

6.2. Advertising types

Print advertising, Television advertising, campaigns.

6.3. Advertising appeal

RATIONAL APPEAL OR LOGICAL APPEAL

This advertisement focuses on the consumer's needs practically and functionally. Horlicks advertisement used Rational appeal that shows the necessity of children to consume it to grow tall, strong, and sharp.

Influence on consumers: Horlicks products are produced with the nutritional needs of different age groups in mind while stressing differentiated labeling and packaging in different packs. The vast selection of items appeals to everyone from infants to children, youth to adults, nursing moms to middle-aged mothers and the elderly. With this, there are regular advertising campaigns featuring some of the renowned faces of the industry, thereby, increasing the interest of people in Horlicks drinks.

7. Bournvita

Product Name: Bournvita, Company Name: Cadbury India
Bournvita is a brand of malted and chocolate malt drink mixes manufactured by Cadbury, a subsidiary of Mondelez International. Cadbury Bournvita is a health food drink with inner strength formula which has nutrients that support - Immune system (8 immunity nutrients), Strong

bones (Vitamin D, Phosphorous), Strong muscles (Protein, Vitamin D), and Active Brain (Iron, Iodine, Vitamin B2, Vitamin B12). It is among the oldest brands in the Malt Food category with a very old heritage and has always been known to provide the best nutrition for all-around growth and development.

7.1. Advertising strategies

Bournvita, which is owned by Cadbury, employs a variety of marketing strategies, including television commercials, print ads, web advertising, and out-of-home (OOH) advertising. It has organized various campaigns to raise public awareness about the dietary needs of children at a young age and how this influences their future growth. They have held many tournaments for school children, such as the Bournvita Quiz Contest and the Scholar Contest. It has also released various advertisements featuring mother-son ties to tell the stories of tenacity, hard effort, and the necessity for nourishment as three pillars of support for success. Bournvita has also partnered with educational platforms such as Byjus to use integrated branding as a tool. This allows its products to engage better with millennials, who believe that a strong brand is important. Gradually they become the symbol of mental as well as physical health after their launching. After identifying the age segregation, bournvita launched the following products.

Cadbury bournvita 5-star magic: Come with a unique flavor that includes essential minerals, iron, and vitamins C & D. Cadbury bournvita: It consists of essential nutrients and helps the development of bones. Cadbury bournvita Li'l Champs: It is generally for young kids. It contains high-quality protein and DHA Omega 3. They have refurbished and redesigned themselves regularly over the years. They feel that once youngsters have become accustomed to a flavor, switching to another brand is difficult. They also targeted the mothers of the child for promotional efforts because they are the product's true purchasers.

Bournvita has promoted itself very widely and efficiently. It has invested heavily in product development, advertising, and sales promotion. They have used all types of social media channels and campaigns to let people know about the product and its properties. It has used the popular celebrity and sports people for endorsing its product. They also used gift cards and free products like mugs and toys to keep kids attracted. Both the mother and the child in the advertising to highlight how the product is beneficial to both the child and the mother's growth. For the promotional show, they have been a part of a show named Cadbury Bournvita Quiz Contest. They are also associated with a reality television show titled Bournvita Confidence Academy. They have also associated with Cartoon Network through characters like Dexter and Powder-Puff girls. For different products, they got different ambassadors. For example, Sania Mirza got to endorse the Cadbury Bournvita Little Champs.

Advertising Types: television commercials, print ads, web advertising, and out-of-home (OOH) advertising.

7.2. Advertising appeal

RATIONAL APPEAL OR LOGICAL APPEAL Influence on consumers: From the bournvita advertising children's parents get influenced to buy this nutritional drink product for their children, from advertising children get attracted toward the glass of milk with bournvita and their parents get influenced by advertising. Bournvita is currently India's most popular brown beverage. It currently has over 4.5 lakh outlets in India, with plans to expand even further in the future. Superbrands India designated it as a "consumer super brand" in 2006-07. It has a total market share of around 17% and has a 43 percent share of the brown beverage index.

8. Complian

Product Name: Complian, Company Name: Zydus Wellness
Complian was introduced in 1954 by Glaxo, a British pharmaceutical corporation. Powdered milk energy drinks are provided by Complian foods. It was sold to Boots, a British health and beauty shop, in 1988. It was still with Glaxo while I was in India. Heinz bought the company in both India and the United Kingdom in 1994. The brand's most promising feature, which has become its USP, is that it sells a comprehensive nutrition package. The company is a well-thought-out meal with a variety of taste and flavor alternatives. It's considerably easier to make by simply adding milk. It is viewed as a perfect dietary need for those who require specific nutrition, even though it contains 23 key components.

8.1. Advertising strategies

The company is the popular brand of Zydus Wellness India. Complian uses different advertising strategies and different media like print media, television media, and celebrities advertising. Complian, as a global brand, promotes itself across all media platforms. It is regarded as one of the earliest nutritional drinks in some areas. It actively promotes itself through sports. It makes use of a number of well-known Indian sports celebrities. Complian also brings together big names from the sports and cinema industries. It has also supported a number of sporting events, including the Junior Squash Open in 2002. In its television commercials, popular taglines such as "I am a Complian guy" are frequently utilized. It is portrayed as a drink that causes youngsters to grow taller at an early age. Furthermore, it is still considered that word of mouth is the primary method of its advertising, with people being encouraged to purchase this unique nutritional food by others. It uses various well-known Indian sporting celebrities for the advertisements. It also brings major celebrities from the film industry.

The popular tagline "I am a complan boy" is very famous and has been used in advertisements on all mediums. It is portrayed as the drink is making children taller at a very young age or in early childhood.-It is India's fifth-largest food and beverage firm, and former cricketer Sourav Ganguly has been named the brand's brand ambassador.

Advertising Types: television commercials, print ads, web advertising, and out-of-home (OOH) advertising.

Advertising appeal: RATIONAL APPEAL OR LOGICAL APPEAL, EMOTIONAL APPEAL.

Influence on consumers: complan products are produced with the nutritional needs of different age groups in mind, while stressing differentiated labeling and packaging in different packs, With this, there are regular advertising campaigns featuring some of the renowned faces of the industry, thereby, increasing the interest of people in Horlicks complan. Complan is now present in over 5.25 lakh stores across India, a 21% increase from 2019.

9. Power Vita

Product Name: Power Vita, Company Name: Patanjali Ayurveda Ramdev baba's brand Patanjali Ayurveda known as Patanjali has distributed the FMCG industry in a very short time. And Patanjali proves that pathetic customers are not constricted to a niche segment.

9.1. Advertising strategies

The more pov Vita is the brand of Patanjali Ayurveda and we all know how Patanjali creates her product advertising. As regularly they do not create advertising with actors or with celebrities but they have her won all in one owner Baba Ramdev for advertising and for giving products information to the people. But for Power Vita Patanjali go with the popular celebrity boxer and Olympian Vijender Singh. With the tag line "Poore Parivaar ke Prakartik Poshan Ke Liye" (Natural nourishment for the entire family)

Hence, Patanjali was planned, whose intent was to introduce Power Vita to the consumers and to bring forth its health benefits while highlighting its discounted pricing and its herbal enhancements, which gave the product an edge over other popular malt-based. To reinforce the Indian origin of the product with brand ambassador celebrity boxer and Olympian Vijender Sing. Vijender is a youth icon who compliments the brand message by giving his humble small-town upbringing and his hard journey for success.

This advertisement shows that it's not just his effort to achieve this, his success was also a result of his family's effort and sacrifice. That advertising shows that Vijender's success wasn't just his nutrition that mattered his family's nutritional need is also important and they give the tag line "Poore Parivaar ke Prakartik Poshan Ke Liye " (Natural nourishment for the entire family) And most of the advertisements of Power vita focus on that shows this

brand is of Patanjali Ayurveda so it is Natural nourishment for the entire family). They come with " With Patanjali Herbal Power Vita " with the face of Indian boxing Vijender Singh. And unique of the Patanjali Ayurveda's power Vita advertising is that they show " Patanjali Power Vita is a unique health drink that aimed for the entire family and not just for kids and other drinks advertising focused on the nutritional need of growing kids.

9.2. Advertising Types

Television commercials, print ads, web advertising

9.3. Advertising appeal

RATIONAL APPEAL OR LOGICAL APPEAL, EMOTIONAL APPEAL

Influence on consumers: Form the advertising of Patanjali power Vita, as per appeal given the sale growth get increased and due to the tag line "Poore Parivaar ke Prakartik Poshan Ke Liye " (Natural nourishment for the entire family) customers buy it for all family so sale also growth in sale And due to advertising form Ramdev baba's sessions it affects more on sale of Powe Vita. Ramdev baba's brand Patanjali Ayurveda known as Patanjali has distributed the FMCG industry in a very short time. And Patanjali proves that pathetic customers are not constricted to a niche segment.

10. Boost

Product Name: Boost, Company Name: Hindustan Unilever Limited

Boost is a malt-based health drink that was developed in India by GlaxoSmithKline (GSK) India's research team in 1974 and publicly introduced in 1975. The Boost brand has been transferred to Hindustan Unilever Ltd. as part of a recent arrangement between GSK and Unilever Ltd. Boost currently, is available in multiple flavors including 'Chocoelairs' which enhances the chocolaty taste and 'Choconut' to bring out the nutty flavor in the drink. Boost has also launched nutritious biscuits named "Boost Bites" to bolster its product range and enter the solid nutrition category.

10.1. Advertising strategies

Boost is the brand of Hindustan Unilever and they use many Advertisements methods like television advertisements, print Advertisements, celebrity advertisements, and web advertisements. And all in their advertisements they suing different Advertisements with the Rational appeal and Emotional appeal they always say how boost is best than others. Boost claims to provide three times more stamina to its target segment of children between six to eighteen years of age and backs this claim with research data from

independent studies.

Boost was the first health food drink brand in India that used sports celebrities to endorse its benefits to the public. Its association with the sports of cricket is of particular interest here. Boost comes with The superstars of the game like Kapil Dev, Sachin Tendulkar, Virendra Shewag, Mahendra Singh Dhoni, and Virat Kohli have promoted the brand during their playing careers. Currently, M. S. Dhoni and Virat Kohli can be seen regularly on the various media platforms endorsing the value of consuming Boost to the public. And the people get attached to the advertising and they know about brand and product how nutritionally useful.

In advertising, they show like that how children who take a boost have a lot of energy. And they show children comparisons with sportsmen and how those children beat them or how they face top sportsmen and they create a Rational appeal and then give products description. Boost's tried-and-true method of using cricket stars to promote its brand value has worked successfully in the past and continues to do so today. With a focus on the nutritional value of the product being offered to children during their growing years, Boost claims to contain Vitamin A, B1, C, D, Iron, Calcium, Magnesium, Iodine, Copper, and Zinc, as well as Protein in powder form, among other essential nutrients for children's overall physical and mental development.

10.2. Advertising types

Television commercials, print ads, web advertising, celebrity advertisements.

10.3. Advertising appeal

RATIONAL APPEAL, EMOTIONAL APPEAL

Influence on consumers: Boost products are produced with the nutritional needs of different age groups in mind while stressing differentiated labeling and packaging in different packs. And by influence With independent scientific facts to back up its promises of delivering increased stamina and adequate all-around nourishment to its target segment of youngsters aged six to eighteen years, the health food drink has been a definite choice of many happy parents for the past five decades.

11. Opportunities

Nutritional drinks are today's need for children, so with this product, companies getting more profit. Now the world going online every home has television media that's why for advertising there is more opportunity on television also all world goes online so web advertisements and digital advertising have more opportunities. Small children of age groups 3 to 10 are always watching TV and advertising they have interesting in cartoons and game so advertising

using that strategy are also great future. Those companies make advertise with new trends with technology with new strategies they are the future of nutritional drinks.

12. Challenges

Many advertising companies face challenges during advertising when they needed that should attract customers which leads to purchasing or making them purchase the product. It is very hard to adopt advertising appeal so that it will affect consumers' psychology. The main challenge for advertising nutritional drinks is following all government guidelines because these are health-related products for children. Companies generally faced challenges because of diversity, which includes the language of advertisement, culture, season, and particular geographical area even though all the challenges are completed to some extent. Companies have to face challenges that involve policies that are made by the government on the health care nutrition product. The main challenge for nutritional drink advertising is to compete with their competitors because everyone wants to attract customers so everyone comes with different and new strategies. And today need of this company to come forward in the market and get top positions by influencing customers through advertising. Other challenges for companies are like this product for children so making advertising with sportsmen, with cartoons, with different colors to understand the need of children interest.

13. Conclusion

In this research paper, we have shown the advertising strategies for healthy nutritional drinks. The objective is to observe the types of appeals, in this research paper mainly all companies use Rational appeal as well as emotional appeal and motivational appeal are used. All companies work with the same type of advertising media like Television advertising, print advertising, and web advertising, and by using that strategy the product like Complan, Horlicks, Pediasure, Boost, Power Vita, and Bournvita are giving top. And we observe that different advertising strategies how influence the children and parents.

14. Source of Funding

None.

15. Conflict of Interest

None.

References

1. Singh BK. Consumer Research on Horlicks "The Great Family Nourisher"- A Case Study. *Int J Retailing Rural Business Perspect.* 2012;1(1):1–4.
2. Bisht S. Impact of T.V advertisement on Youth purchase decision- Literature Review. *Int J Res Manag Technol.* 2013;11:148–53.

3. Sudathweerasiri H. Impact of Television Advertisement on Youth Buying Behavior with special reference to fruit drink market in Srilanka. *Int Conf Branding Advertising*. 2015;1:42–8.
4. Singh M, Pandey A. Effects of Emotional Appeal Used in Television Ads on purchase Decision of consumers: A Literature Review. *Institutional Educ Res J*. 2017;3(5):1–3.
5. Daniel CD. Effect of Advertisement on Consumer Brand Preference. *Int J Business Mark Manag*. 2019;4(3):26–31.
6. Sakhlecha N, Nithya K. The Influence of Motivational Advertisement on Consumer Buying Behavior With reference to Health drinks in Tirupattur district. *Int Res J Eng Technol*. 2021;8(8):3850–61.

Author biography

Vikas Neharkar, Research Scholar

Nilesh Anute, Associate Professor

Cite this article: Neharkar V, Anute N. A study on advertisement strategies adopted by FMCG companies with special reference to nutritional drink products for kids. *J Manag Res Anal* 2022;9(2):113-119.