

**ATL & BTL Advertisement & Sales Promotion Effectiveness &  
Suggestion to Optimise Budget in reference with  
Rupa & Co Ltd(S&M)**

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**June, 2011**

## **Certificate of Approval**

The following Summer Project Report titled **ATL & BTL Advertisement & Sales Promotion Effectiveness & Suggestion to Optimise Budget in reference with Rupa & Co Ltd(S&M)** is hereby approved as a certified study in management carried out and presented in a manner satisfactory to warrant its acceptance as a prerequisite for the award of **Post-Graduate Diploma in Business Management** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the Summer Project Report only for the purpose it is submitted. Summer Project Report Examination Committee for evaluation of Summer Project Report

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Signature

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## **Certificate from Summer Project Guides**

This is to certify that **Mr. Ashok Kumar** a student of the **Post-Graduate Diploma in Business Management** of I.M.T Ghaziabad – 2010-12 Batch has worked under our guidance and supervision. This Summer Project Report has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other summer project, monograph, report or book.

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## Contents

Introduction.....	6
Current Scenario of Advertising in the Hosiery Sector .....	7
Literature Survey .....	10
Origin of the “line” .....	10
Above the line sales promotion.....	10
Sub Heads of ATL .....	11
Below the line sales promotion.....	13
Sub Heads of BTL .....	14
Some Basic Differences between ATL and BTL advertising.....	15
Research Objectives.....	16
Problem Definition: Diagnostic study of ATL and BTL spends in Rupa & co.....	16
Approach to the Problem: Calculating effectiveness.....	17
Research Methodology & Sample Selection .....	17
Primary Data: .....	17
Sample Frame: .....	17
Sample Size:.....	17
Results from the Survey.....	18
Demographics of the Respondents.....	18
Shopping Experience Preferences.....	19
Willingness to switch to a new brand .....	20
Information which customers look for in the advertisements.....	21
Effectiveness of ATL media of advertising .....	21
Effectiveness of BTL media .....	22
ATL vs BTL.....	22
Observations .....	23
Comparative Analysis of Rupa& Co. Ltd and its competitors .....	23
Brand Recall Test.....	23
Customer Preferences for Sub Brands .....	24
Rupa.....	24

VIP .....	25
Lux .....	25
Page Industries(Jockey) .....	26
Dollar .....	26
Advertising Spends as a Percentage of the Sales Turnover for different competitors.....	27
ATL and BTL advertising of the competitors.....	28
Agencies working for the Competitors .....	29
Findings from the shopkeepers and retailers .....	29
The brands the shops were stacking.....	30
What customers look for when buying a hosiery product .....	30
Trends in ATL and BTL based on the findings .....	31
Recommendations on optimization of Rupa’s budget on Advertising .....	31
Limitations of the Study.....	32
References.....	33

## Introduction

The Indian market is witnessing some major changes. More consumers, more buying power and more media reach. Then there is the rise of digital media, the fragmentation of mass media, the growing power of young consumers and the growing BTL activities.

Marketers acknowledge that ATL advertising is just one variable that impacts sales among other including pricing, distributions etc. Products and services that are promotion elastic tend to be highly impacted by price-offs and discounts which increase the likelihood of consumer buying the same. In comparison, products and services that are advertising elastic see higher sales with increased advertising. Many successful categories and brands in Key Urban Towns (KUT) are price sensitive and hence promotion elastic. Marketers then choose to divert advertising budgets to on-ground promotions (including BTL and activation) that show a direct impact. In comparison, premium brands that have a greater uptake in metros (given higher purchasing power) tend to be advertising elastic which means that the more they are advertised, the higher is the likelihood of sales.

There are two kinds of marketing strategies that can be used to promote any product: "above-the-line" (ATL, essentially advertising in the mass media) and "below-the-line" (BTL). These category names reflect the business practices of advertising agencies. Agencies generally make commission on placement of advertisements in newspapers, magazines and cinema, and on television, radio and billboards, a fee that appears "above the line" on their bill. Traditionally, other forms of promotion—events, direct marketing, email promotions, text message promotions, premiums, price reductions, public relations activities, sponsorship, trade shows, exhibitions, sales literature and catalogues—were charged at a fixed fee and thus appeared "below the line". Above-the-line propagated traditional marketing channels that strive to reach a mass audience with messages that reinforce a brand communicate general product information or inspire an

emotional response. “Below-the-line” initiatives, by comparison, acts like traditional direct marketing efforts – they aspire to establish targeted relationships between marketers and individual consumers, and offer comparable ease in measurability. Traditionally ATL and BTL strategies have been considered distinct, and BTL the poor cousin. BTL activities were generally used to complement the main mass media marketing activities and usually a fraction of marketing resources were allocated for these activities. BTL activities first shot into prominence when ATL activities for products which have unwholesome demand were proscribed by the Socio-legal restrictions. Even though BTL activities started off to fill in for ATL activities, increasingly, BTL strategies are now recognized as economical, unique, and personal ways to achieve "cut-through" in the supersaturated advertising environment.

### **Current Scenario of Advertising in the Hosiery Sector**

The undergarment sector in India, till recently was one of the few markets that did not witness the entry of multinationals. However, with globalization of the Indian economy, international innerwear giants like Jockey International Inc. and VF (Vanity Fair) Corporation have entered Indian markets. Thus, the market, with the entry of new brands is set for a buoyant trend. Also the role of the media cannot be ignored.

Then came the various beauty contests and manhunt shows, where our folks sashay down the ramp dressed in their scantiest for that glittering piece of metal. And in the process serve as inspirational material to scores of dreamers. So popular are these contests and shows that inner wear companies have started launching their product range at exclusive lingerie shows like the one by Liberblu Enterprises for launching ‘Liberti World’. Aptly titled ‘Passion for Fashion’, many a guests that night would have taken a deep breath and wowed to add to their shopping lists.

In a market like that of India, where competition is on the uptrend, the role of effective communication plays a vital role (apart from design innovations, quality and distribution) in making the brand a success. Below are discussed some of the ad strategies in marketing hosiery in the Indian market.

### **The Fairy Story**

Vanity Fair, a premium lingerie brand from the US-based VF Corporation has entered the top end of the Indian market for women's undergarments. Vanity Fair is trying to get India's upper-middle class women hooked to the idea of buying world class lingerie at world-class prices. For Vanity Fair, the target audience is not buyers of local brands; but, the urban, affluent women who know about foreign lingerie. The other potential buyer segment is that of to-be-weds.

The company also plans to target men, who are expected to buy lingerie as gifts for their wives or girl-friends. The company's promotional plans include credit card offers through direct mail.

The company has targeted the brand at the upwardly mobile modern young women. The company has positioned Vanity Fair as a brand for young women from the very beginning. Comfort and product superiority are reflected in the advertising which drives home the message that wearing Vanity Fair is a tactile and sensuous experience.

### **The VIP Strategy**

VIP Umbrella - Brat, Frenchie, Beny, Designer, Nawab, Bonus, Feelings and Flora.

Through its VIP brand, Maxwell Apparels has put the intimate clothing category on a branded platform. A number of strategic moves won it leadership in this new market which it created.

The company has retained its leadership in the market through the following techniques:

The company pushed the concept of branded underwear, the medias being radio, press ads and TV commercials.

To justify branding of its underwear, the company had to establish a perceivable difference in its products. Quality was the biggest factor at the time which could be used as a marked point of reference. So, the company went for backward integration by setting up of a new processing unit to take care of the dyeing and bleaching processes; and to maintain the quality of elastics, Microtex Industries was set up. Further, a spinning mill was also set up by the company.

A good distribution network through wholesalers and retailers was activated.

To sum, design innovation, along with quality-oriented backward integration and distribution innovation helped establish VIP. Also VIP resorted to unorthodox advertising like the commercial in which the lady on a shopping expedition chased by a youth is rescued by her husband in a VIP Frenchie and nothing else . This was bold and unorthodox advertising during the 80's when no manufacturer would risk such an exposure towards his product but for VIP it turned the company's Frenchie bikini briefs into a best-seller.

Further, the company has learnt the art of leveraging brand value constantly to stay ahead. Every time the competition caught up, it created a new value for its brand, without losing the old one and introduced newer designs thus ensuring that its consumer base was intact.

## Literature Survey

### Origin of the “line”

The origin of term “BTL” is the following: an advertising manager of Procter & Gamble developed promotion campaign media-plan that included main media channels: TV, press, outdoor etc. He underlined it, summarized the expenses and only after recalled about the board on fairy, souvenirs, gifts etc. He added these expenses to the list “below the line”. BTL is usually opposed/contrasted to ATL (above the line) – advertising in its traditional distribution channels: press, TV, radio, outdoor, movie, Internet. The annals of Marketing Management have witnessed a tug of war between advertising and sales promotion since inception. But in the early phase of twenty first century this war has taken a new avatar in form of Above - The- Line and Below - The- Line activities, widening both scope and intensity of this war. Above-the-line propagated traditional marketing channels that strive to reach a mass audience with messages that reinforce a brand communicate general product information or inspire an emotional response. “Below-the-line” initiatives, by comparison, acts like traditional direct marketing efforts – they aspire to establish targeted relationships between marketers and individual consumers, and offer comparable ease in measurability. With increase fragmentations and demographic along with the increased pressure to increase effectiveness of marketing communication soon BTL activities started substituting ATL activities and there has been a steady growth in BTL expenditure in this century . With its unique ability to personalize and customize communication this form of communication is slowly replacing the mass media advertising.

### Above the line sales promotion

Above the line is a type of advertising through media such as TV, cinema, radio, print, banners and search engines to promote brands. Major uses include television and radio advertising, web and Internet banner ads. This type of communication is conventional in nature and is considered impersonal to customers. It differs from Below the line advertising, which believes in unconventional brand-building strategies, such as direct mail and printed media (and usually involves no motion graphics).

The term comes from accountancy and is to do with the way in which Procter and Gamble, one of the world’s biggest advertising clients, were charged for their media in the 1950s and 1960s. Advertising agencies made so much commission from booking media for clients that the creative generation and actual production costs of making TV ads was free – hence above the line. Everything else they paid for and were therefore below the line. Since then, models have changed and clients are no longer charged for their media in that way.

Used loosely, “above the line” still means mass media. However the media landscape has shifted so dramatically that advertisers have reconsidered the definitions of mass media.

## Sub Heads of ATL

### Newspapers.

Newspapers are one of the traditional mediums used by businesses, both big and small alike, to advertise their businesses.

#### Advantages

- Allows you to reach a huge number of people in a given geographic area
- You have the flexibility in deciding the ad size and placement within the newspaper
- Your ad can be as large as necessary to communicate as much of a story as you care to tell
- Exposure to your ad is not limited; readers can go back to your message again and again if so desired.
- Free help in creating and producing ad copy is usually available
- Quick turn-around helps your ad reflect the changing market conditions. The ad you decide to run today can be in your customers' hands in one to two days.

#### Disadvantages

- Ad space can be expensive
- Your ad has to compete against the clutter of other advertisers, including the giants ads run by supermarkets and department stores as well as the ads of your competitors
- Poor photo reproduction limits creativity
- Newspapers are a price-oriented medium; most ads are for sales
- Expect your ad to have a short shelf life, as newspapers are usually read once and then discarded.
- You may be paying to send your message to a lot of people who will probably never be in the market to buy from you.
- Newspapers are a highly visible medium, so your competitors can quickly react to your prices
- With the increasing popularity of the Internet, newspapers face declining readership and market penetration. A growing number of readers now skip the print version of the newspaper (and hence the print ads) and instead read the online version of the publication.

### Magazines.

Magazines are a more focused, albeit more expensive, alternative to newspaper advertising. This medium allows you to reach highly targeted audiences.

#### Advantages

- Allows for better targeting of audience, as you can choose magazine publications that cater to your specific audience or whose editorial content specializes in topics of interest to your audience.
- High reader involvement means that more attention will be paid to your advertisement
- Better quality paper permits better color reproduction and full-color ads

- The smaller page (generally 8 ½ by 11 inches) permits even small ads to stand out

### **Disadvantages**

- Long lead times mean that you have to make plans weeks or months in advance
- The slower lead time heightens the risk of your ad getting overtaken by events
- There is limited flexibility in terms of ad placement and format.
- Space and ad layout costs are higher

## **Radio**

### **Advantages**

- Radio is a universal medium enjoyed by people at one time or another during the day, at home, at work, and even in the car.
- The vast array of radio program formats offers to efficiently target your advertising dollars to narrowly defined segments of consumers most likely to respond to your offer.
- Gives your business personality through the creation of campaigns using sounds and voices
- Free creative help is often available
- Rates can generally be negotiated
- During the past ten years, radio rates have seen less inflation than those for other media

### **Disadvantages**

- Because radio listeners are spread over many stations, you may have to advertise simultaneously on several stations to reach your target audience
- Listeners cannot go back to your ads to go over important points
- Ads are an interruption in the entertainment. Because of this, a radio ad may require multiple exposure to break through the listener's "tune-out" factor and ensure message retention
- Radio is a background medium. Most listeners are doing something else while listening, which means that your ad has to work hard to get their attention

## **Television**

### **Advantages**

- Television permits you to reach large numbers of people on a national or regional level in a short period of time
- Independent stations and cable offer new opportunities to pinpoint local audiences
- Television being an image-building and visual medium, it offers the ability to convey your message with sight, sound and motion

### **Disadvantages**

- Message is temporary, and may require multiple exposure for the ad to rise above the clutter
- Ads on network affiliates are concentrated in local news broadcasts and station breaks
- Preferred ad times are often sold out far in advance

- Limited length of exposure, as most ads are only thirty seconds long or less, which limits the amount of information you can communicate
- Relatively expensive in terms of creative, production and airtime costs

### **Below the line sales promotion**

Below the line sales promotions are short-term incentives, largely aimed at consumers. With the increasing pressure on the marketing team to achieve communication objectives more efficiently in a limited budget, there has been a need to find out more effective and cost efficient ways to communicate with the target markets. This has led to a shift from the regular media based advertising.

Below the Line uses less conventional methods than the usual specific channels of advertising to promote products, services, etc. than Above the Line strategies. These may include activities such as direct mail, public relations and sales promotions for which a fee is agreed upon and charged up front. Below the line advertising typically focuses on direct means of communication, most commonly direct mail and e-mail, often using highly targeted lists of names to maximize response rates. Another interesting and very effective BTL is Ssop Intercept. Trained sales personnel are deployed at Retail Stores, near the shelves of targeted products category. These girls convince customers visiting these shelves about the better aspects of their brand compared with others. This is ideal for new launches as it generates trials, which if successful result in repeat sales. In addition, above the line is much more effective when the target group is very large and difficult to define. But, if the target group is limited and specific, it is always advisable to use below the line promotions for efficiency and cost-effectiveness.

Say, for example, if a manufacturer of pen is going to promote its product, it may take the ATL route, but if a company manufactures computer UPS, it will certainly take the BTL route, as the target group is very limited and specific.

More recently, agencies and clients have switched to an 'Integrated Communication Approach.' BTL is a common technique used for "touch and feel" products (consumer items where the customer will rely on immediate information rather than previously researched items). A BTL technique ensures recall of the brand while at the same time highlighting the features of the product.

Some of the ways by which companies do BTL (below the line) promotions are by exhibitions, sponsorship activities, public relations and sales promotions like giving freebies with goods, trade discounts given to dealers and customers, reduced price offers on products, giving coupons which can be redeemed later etc.

## Sub Heads of BTL

### 1. Price promotions

Price promotions are also commonly known as "price discounting". These can be done in two ways:

- (1) A discount to the normal selling price of a product, or
- (2) More of the product at the normal price.

Price promotions however can also have a negative effect by spoiling the brand reputation or just a temporary sales boost (during the discounts) followed by a lull when the discount would be called off.

### 2. Coupons

Coupons are another, very versatile, way of offering a discount. Consider the following examples of the use of coupons:

- On a pack to encourage repeat purchase
- In coupon books sent out in newspapers allowing customers to redeem the coupon at a retailer
- A cut-out coupon as part of an advert
- On the back of till receipts

The key objective with a coupon promotion is to maximize the redemption rate - this is the proportion of customers actually using the coupon.

It must be ensured when a company uses coupons that the retailers must hold sufficient stock to avoid customer disappointment.

Use of coupon promotions is often best for new products or perhaps to encourage sales of existing products that are slowing down.

### 3. Gift with purchase

The "gift with purchase" is a very common promotional technique. In this scheme, the customer gets something extra along with the normal good purchased. It works best for

- Subscription-based products (e.g. magazines)
- Consumer luxuries (e.g. perfumes)

### 4. Competitions and prizes

This is an important tool to increase brand awareness amongst the target consumer. It can be used to boost up sales for temporary period and ensure usage amongst first time users.

### 5. Money refunds

Here, a customer receives a money refund after submitting a proof of purchase to the manufacturer.

Customers often view these schemes with some suspicion - particularly if the method of obtaining a refund looks unusual or onerous.

### 6. Frequent user / loyalty incentives

Repeat purchases may be stimulated by frequent user incentives. Perhaps the best examples of this are the many frequent flyer or user schemes used by airlines, train companies, car hire companies etc.

### 7. Point-of-sale displays

Shopping habits are changing for the people living in metropolitan cities. People prefer big retail outlets like Big Bazaar to local kirana stores. Most of the decisions of buying are taken by the virtue of point-of-sale displays in these retail outlets.

## Some Basic Differences between ATL and BTL advertising

Above-the-Line Media	Below-the-Line Media
1. Are tailored to reach a mass audience	Are targeted to individual consumers, based on their expressed needs and preferences
2. Establish brand identity or reinforce emotional concepts surrounding a product or brand	Issue a “call-to-action,” inspiring specific customer activity or tailored messages about a product or brand
3. May or may not drive customer response	Drive individual responses
4. Are difficult – if not impossible – to measure with any accuracy	Are highly measurable, allowing marketers insight into their return-on-investment, as well as those tactics that are (and are not) working
5. Cater to the mass market	Establish one-to-one relationships between consumers and marketers

Figure 1.2 Differences s in BTL and ATL activities

## Research Objectives

- To study the different advertising methods used in Above the Line(ATL) and Below the Line(BTL) advertising
- To determine the effectiveness of each of the advertising methods, ATL and BTL
- To analyze the different trends involving ATL and BTL advertising
- Help in determining the optimal advertising budget for Rupa and Co.

## Problem Definition: Diagnostic study of ATL and BTL spends in Rupa & co

Promotional activities are broadly classified under ATL and BTL. Due to the inherent difference in their nature, they work differently and outshine one another depending on the industry and the target audience they are directed towards.

Rupa and Co. is a hosiery products manufacturer. To gain a higher market share, they want to promote their products.

Here lies the problem, what type of promotional activity one should use. Whether one should go with ATL or BTL? **Which one has greater effectiveness, ATL or BTL?**

The objective of this study is to determine the effectiveness by measuring the percentage of people that are affected by a particular medium of advertising for a particular product.

For example: let's say Rupa launches a new premium vest, so should go for advertising on the Television, newspaper or should it go for on sales promotions, in shop branding and visual merchandising??

The answer to that question can be determined by measuring how many people are affected by those advertising mediums, how many people make their buying decisions based on an advertisement they saw in a particular medium. By determining this number we can predict whether it will be worthy to invest in a particular type of advertising medium say Television.

## Approach to the Problem: Calculating effectiveness

- We basically had to answer the question that, “if a person had purchased a particular product, which promotional activity influenced him to do that.”

Effectiveness = 
$$\frac{\text{no of respondents who chose the information from a medium as the crucial factor}}{\text{total no of respondents}}$$

- To achieve this objective 3 questionnaires were devised, which explicitly asked the very important question of which promotional activity influenced their buying decision the most.
- The 3 questionnaires were for : Men, Women and Retailers

## Research Methodology & Sample Selection

The study is based on the data collected through primary sources.

### Primary Data:

Primary data is one which is collected first time and original in nature. This can be done in following ways:

- Personal interview
- Telephone
- Questionnaire

In the survey, the data was collected through questionnaires which had opened ended and multiple choice questions.

### Sample Frame:

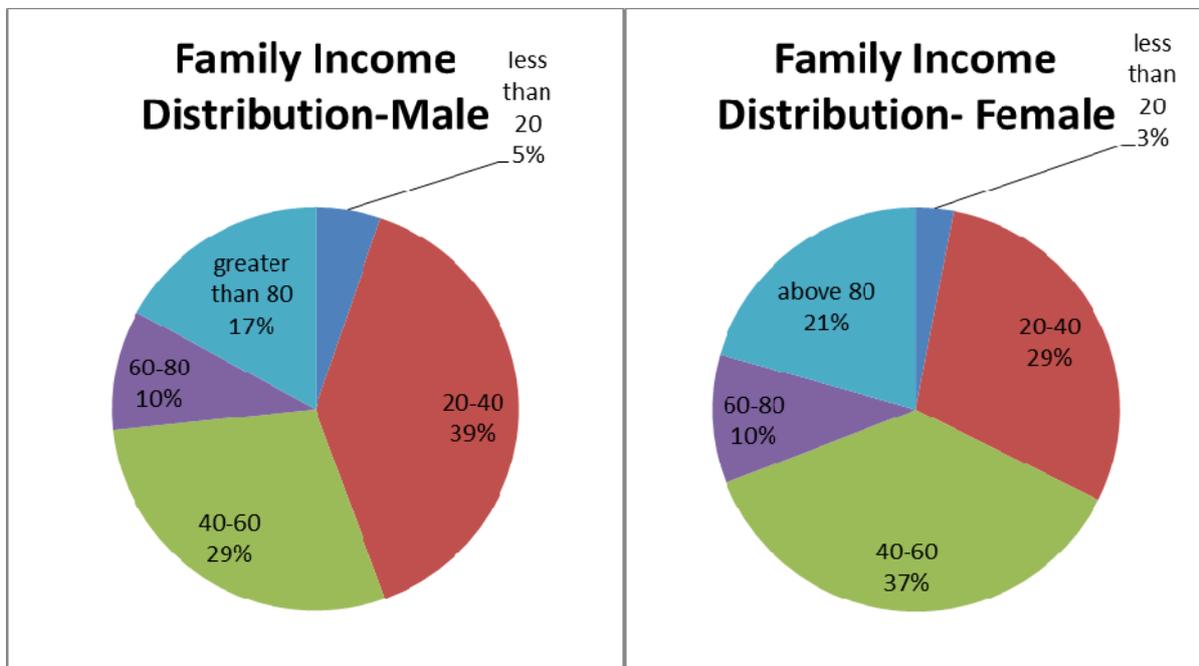
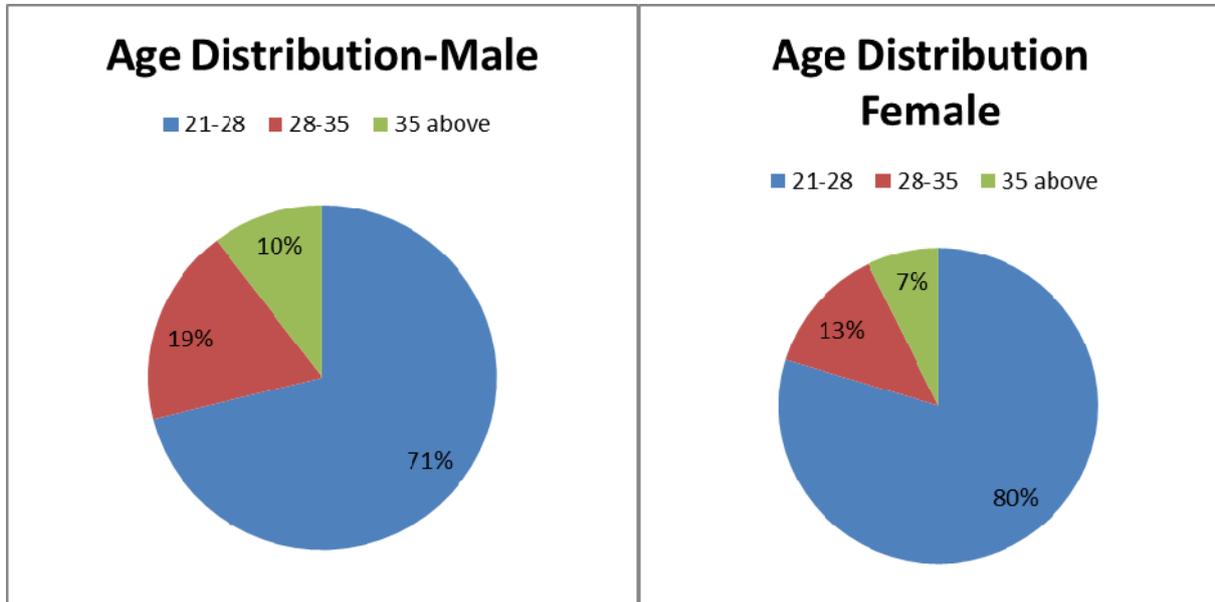
The sample consisted of existing consumers of hosiery products, the respondents were friends, consumers at the different shops and the shopkeepers themselves.

### Sample Size:

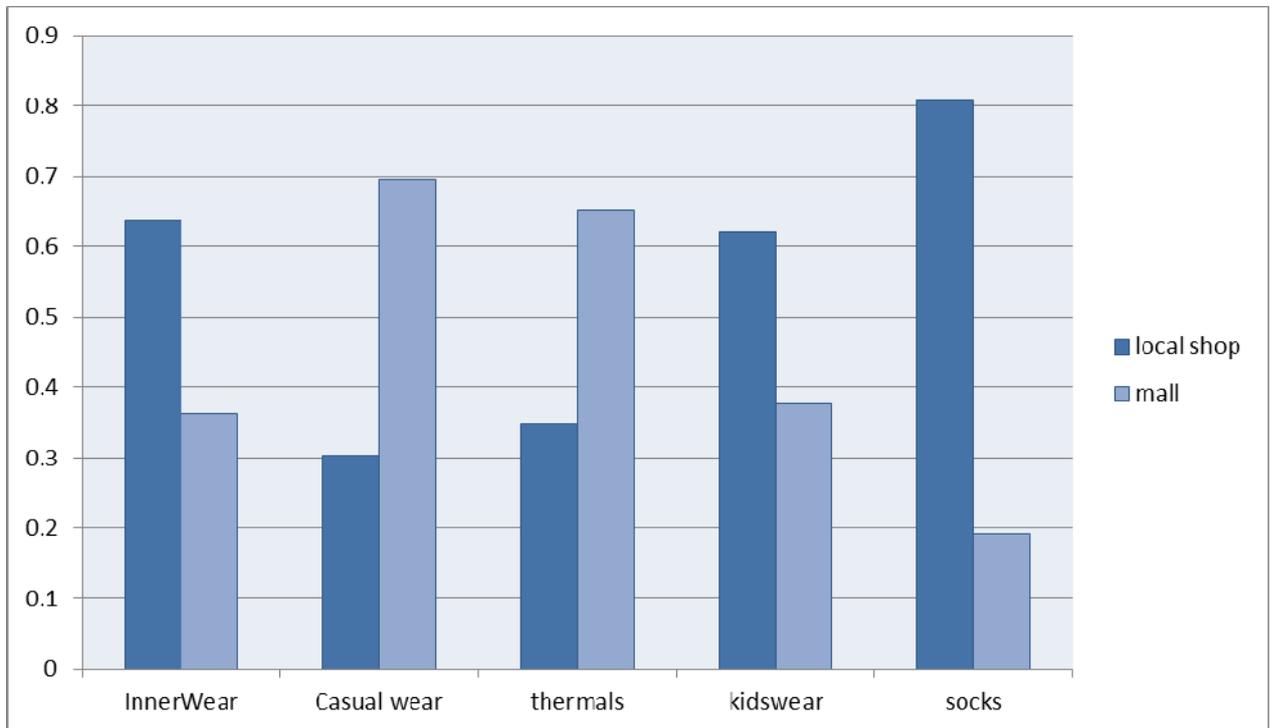
The no of respondents for customers were 205 and for retailers and shopkeepers were 50.

## Results from the Survey

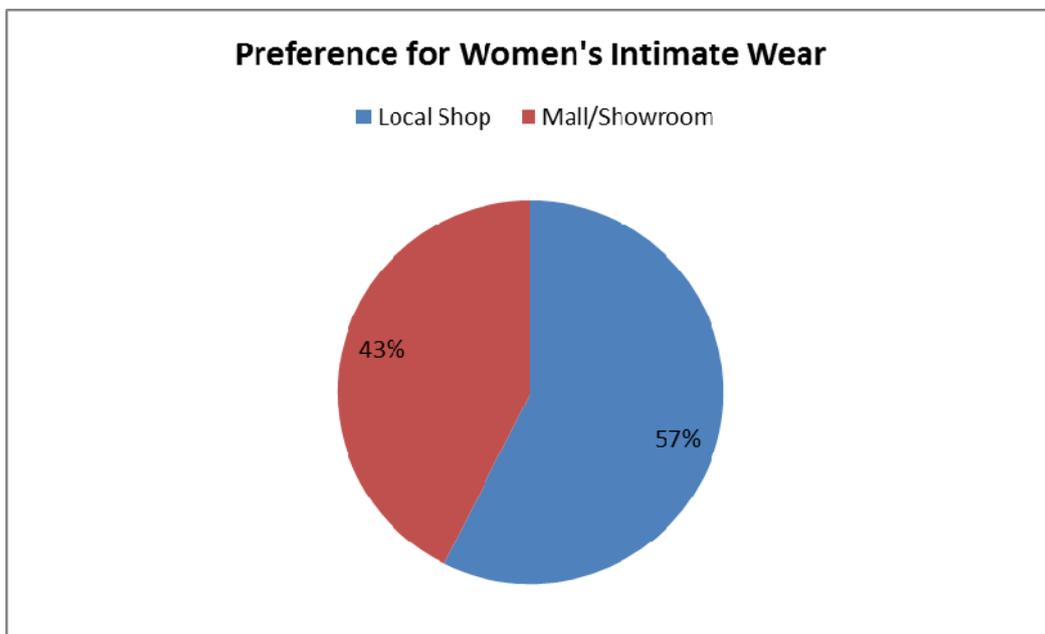
### Demographics of the Respondents



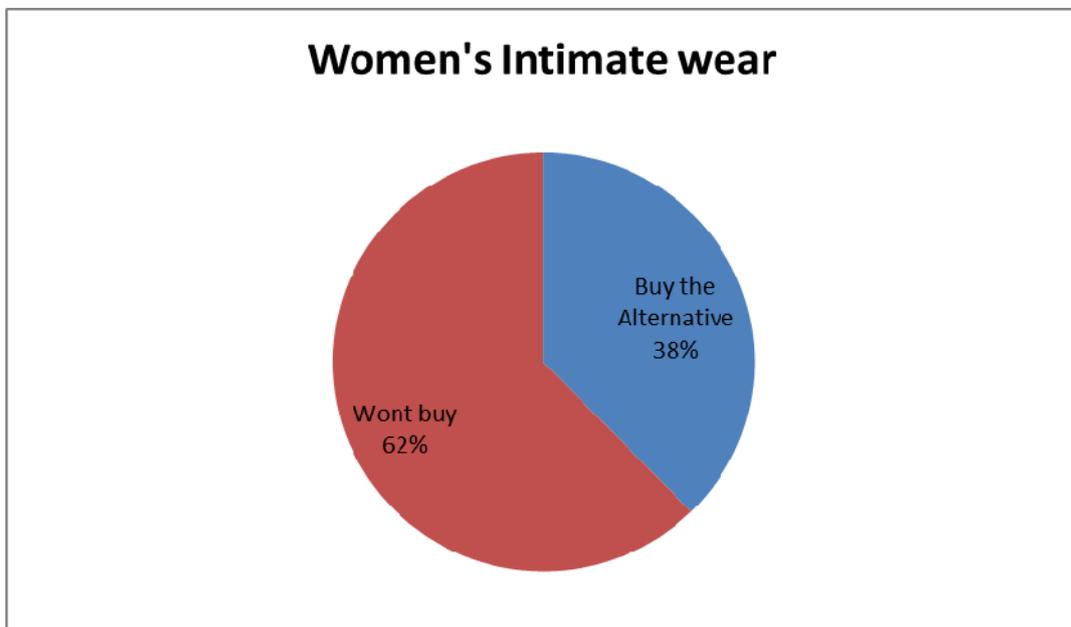
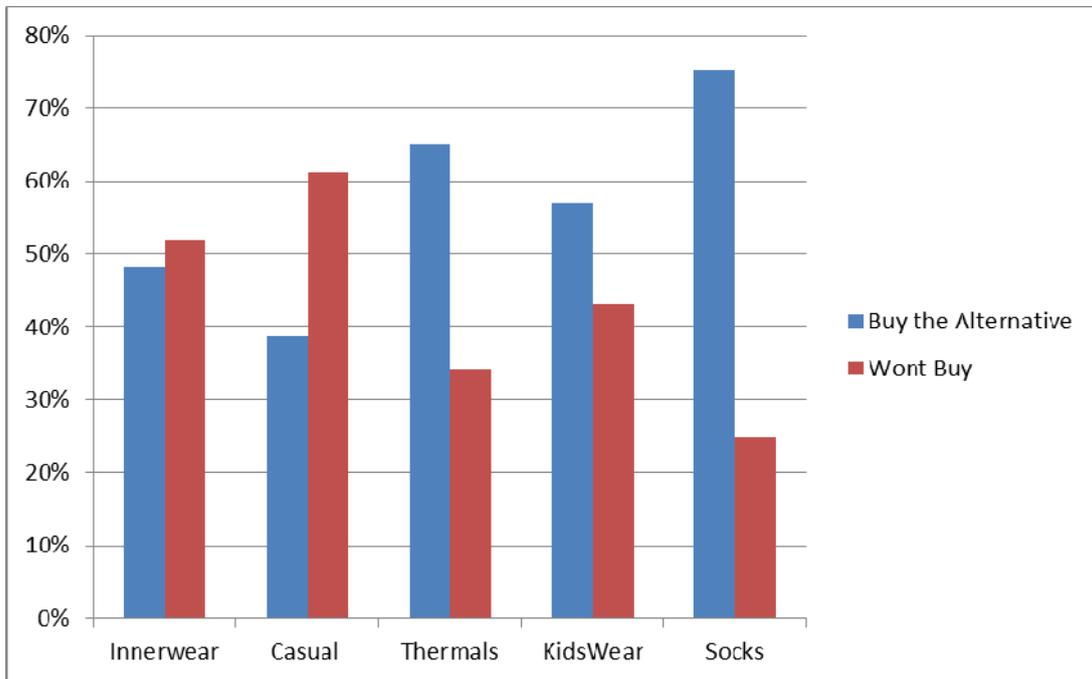
## Shopping Experience Preferences



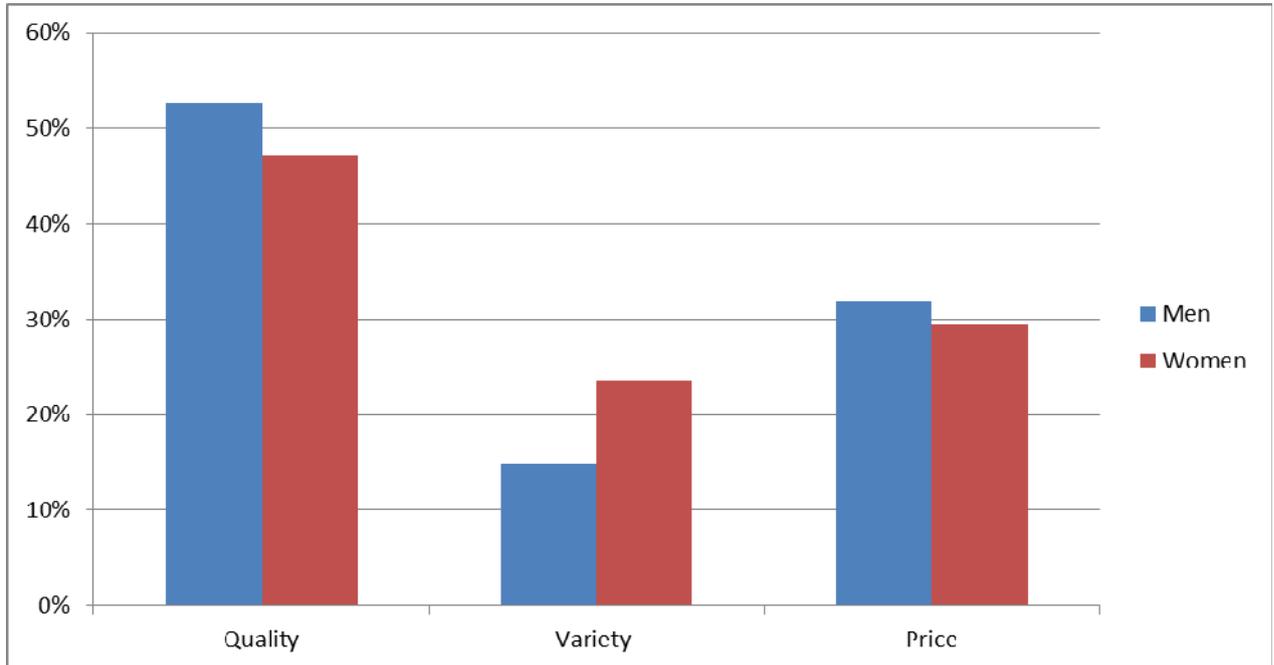
\* fractions out of 1



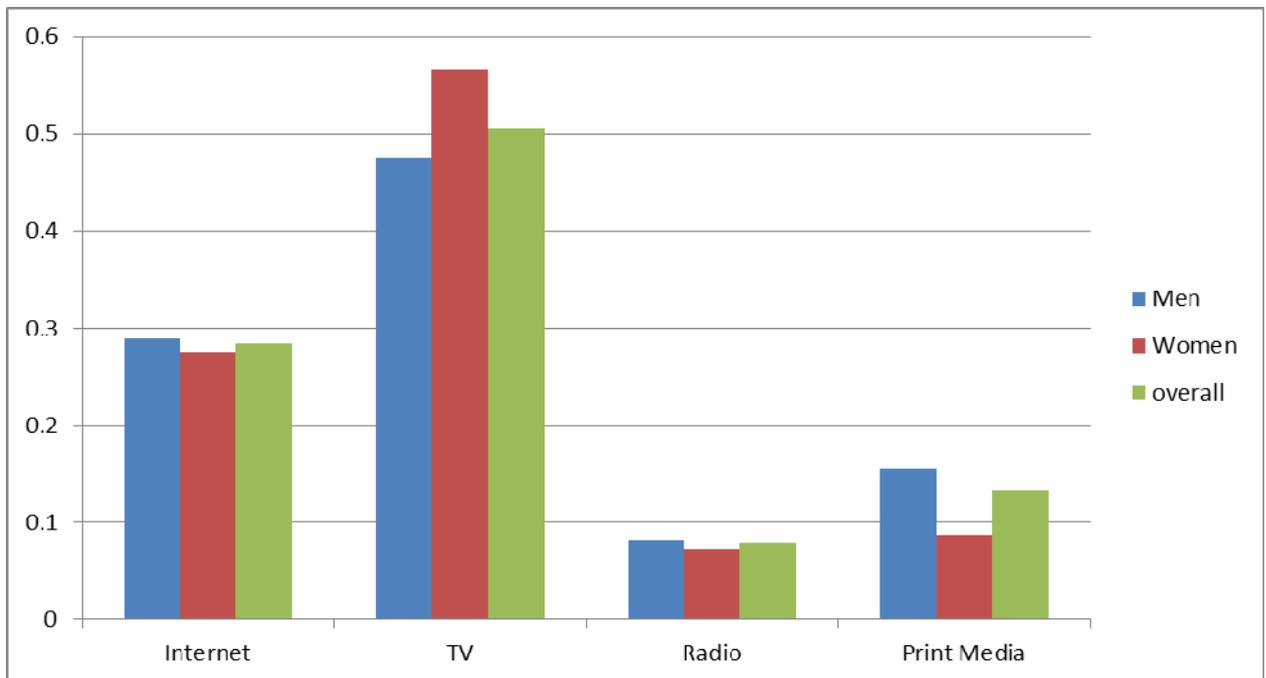
## Willingness to switch to a new brand



### Information which customers look for in the advertisements

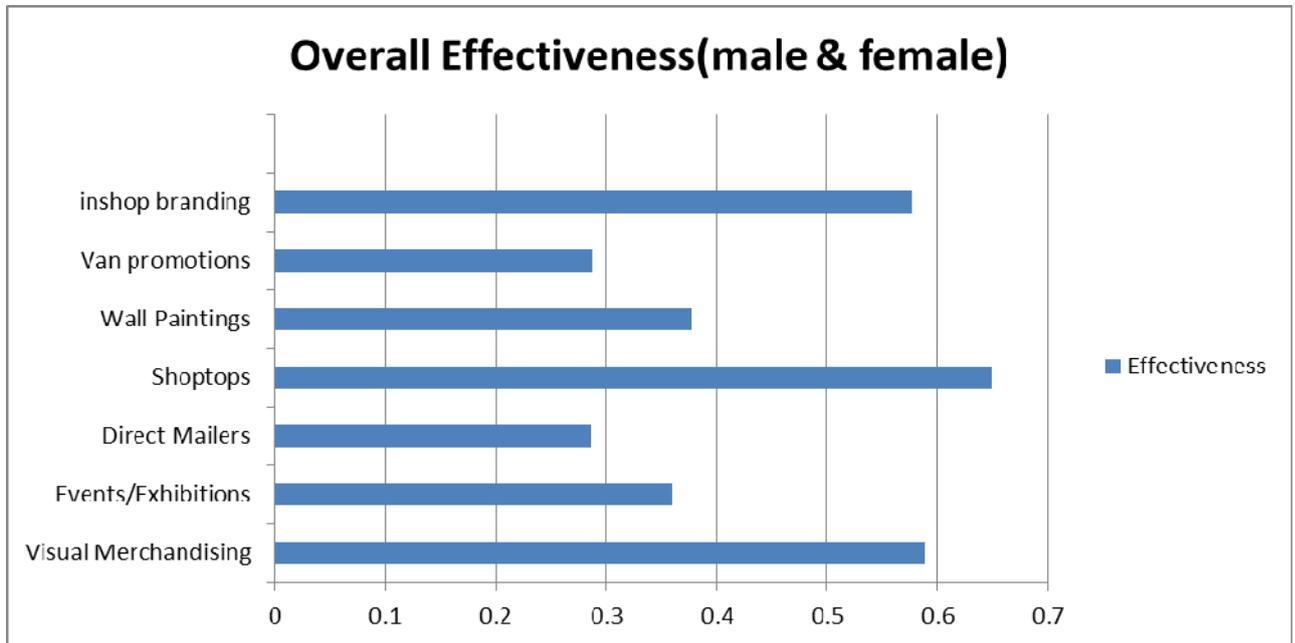


### Effectiveness of ATL media of advertising



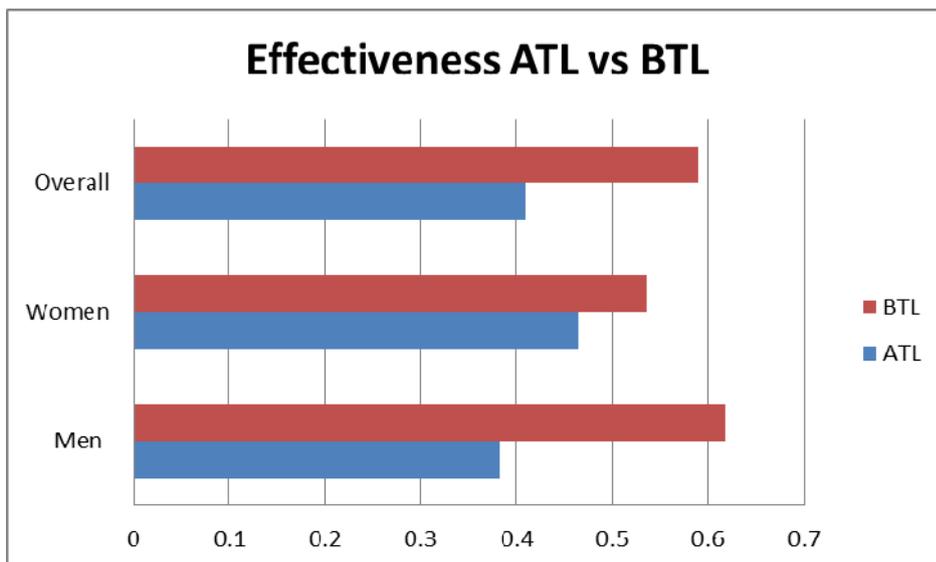
Effectiveness out of 1

## Effectiveness of BTL media



*\* the instances of 5 on the Likert scale have been taken as the instances where the BTL media has served as the crucial factor, which is then divided by the sum of all the ranks to determine the effectiveness, maximum being 1.*

## ATL vs BTL

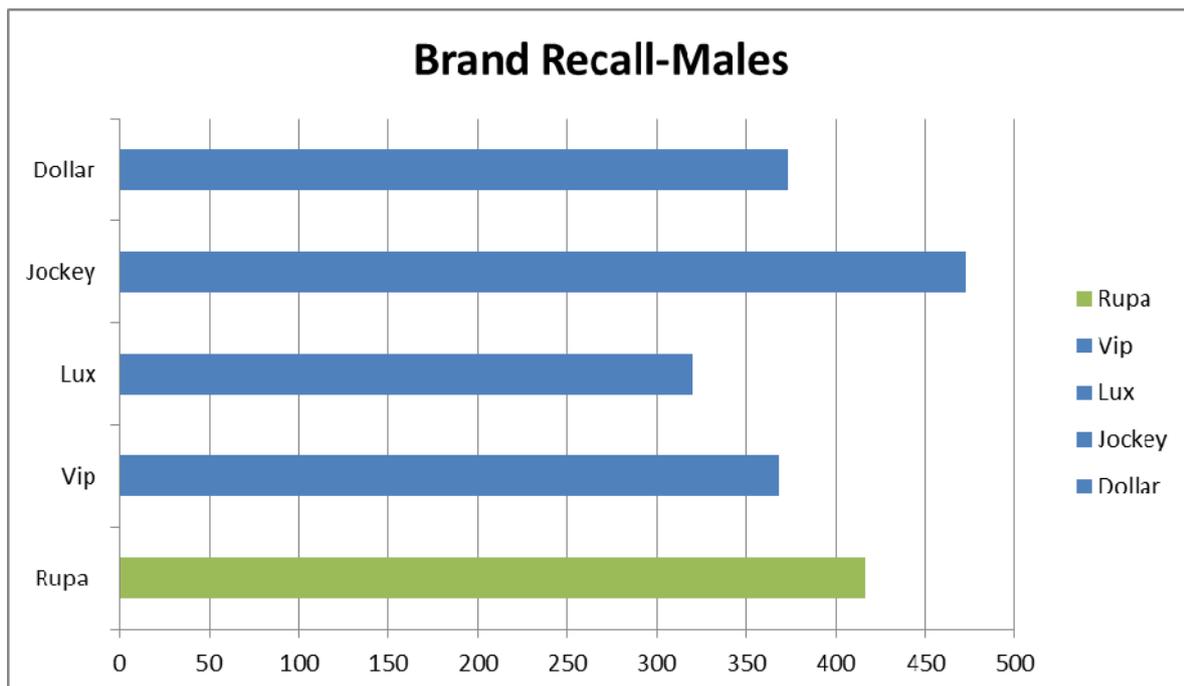


## Observations

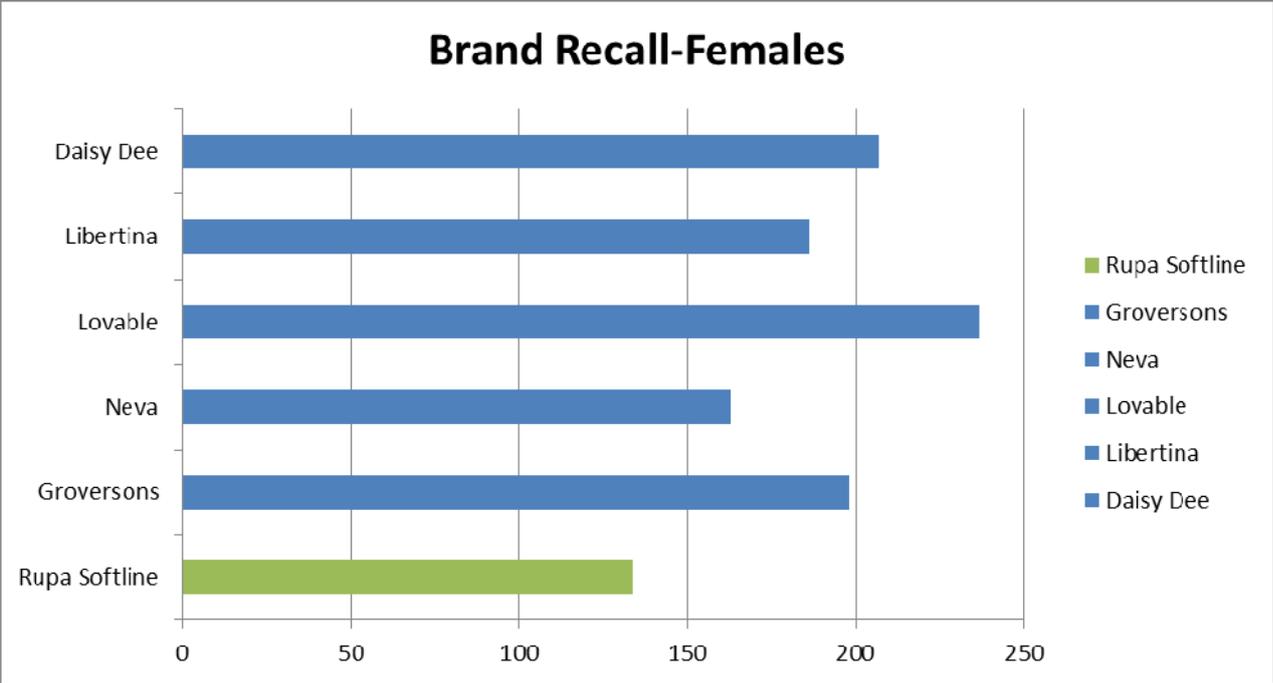
- More than 70% of the respondents were in the age group of 21-28, both male and female
- A major percentage of the respondents' family incomes lied in the range of 20000-60000 per month, more than 65%
- The shopping preferences for Innerwear, Kidswear and socks was for local shops
- The shopping preferences for Casual wear, thermals were for Malls and Showrooms
- Women's Intimate Wear was a close call with 57% respondents going for the local shop environment and the rest 43% opting for the Mall/Showroom shopping experience

## Comparative Analysis of Rupa& Co. Ltd and its competitors

### Brand Recall Test

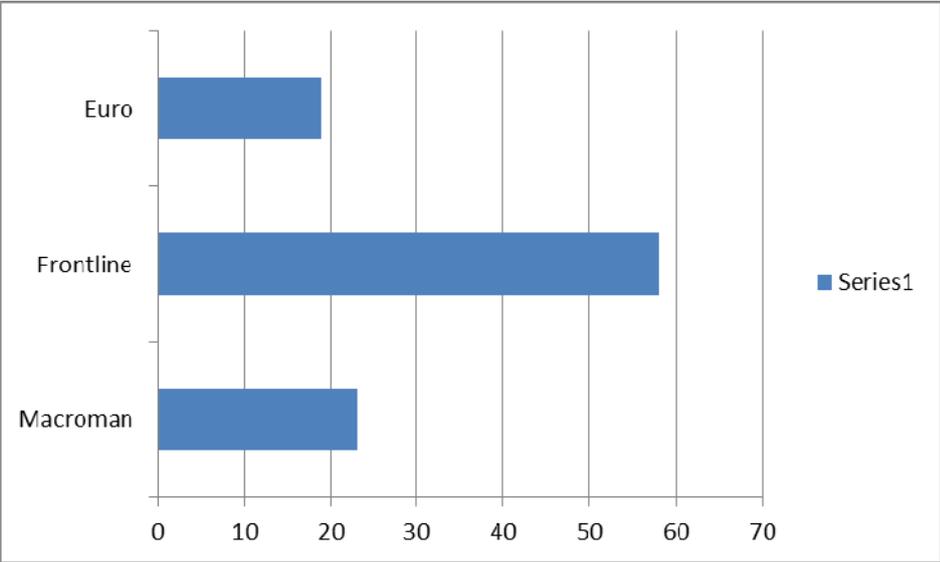


*\*Brand Recall has been calculated as the sum of the ranks on the Likert Scale in the responses in the questionnaires*

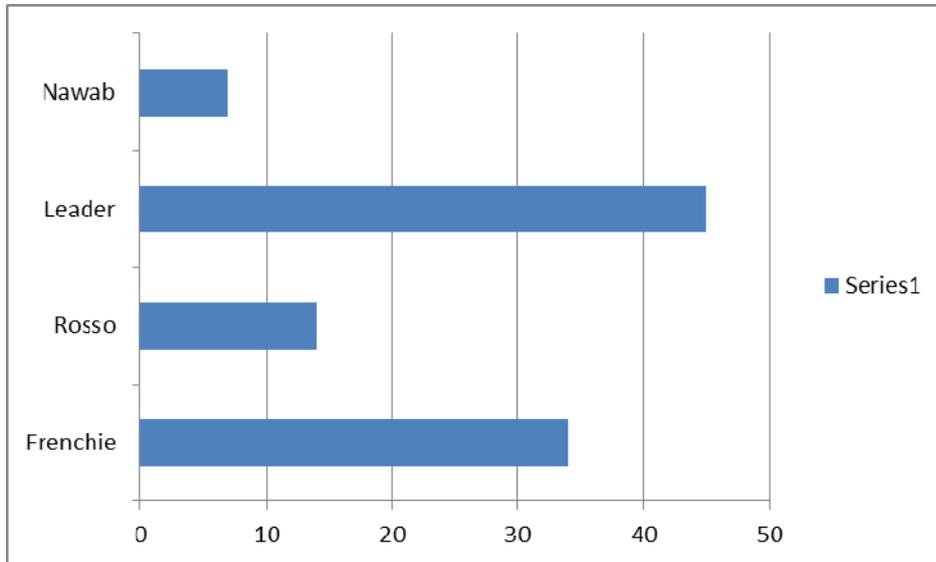


**Customer Preferences for Sub Brands**

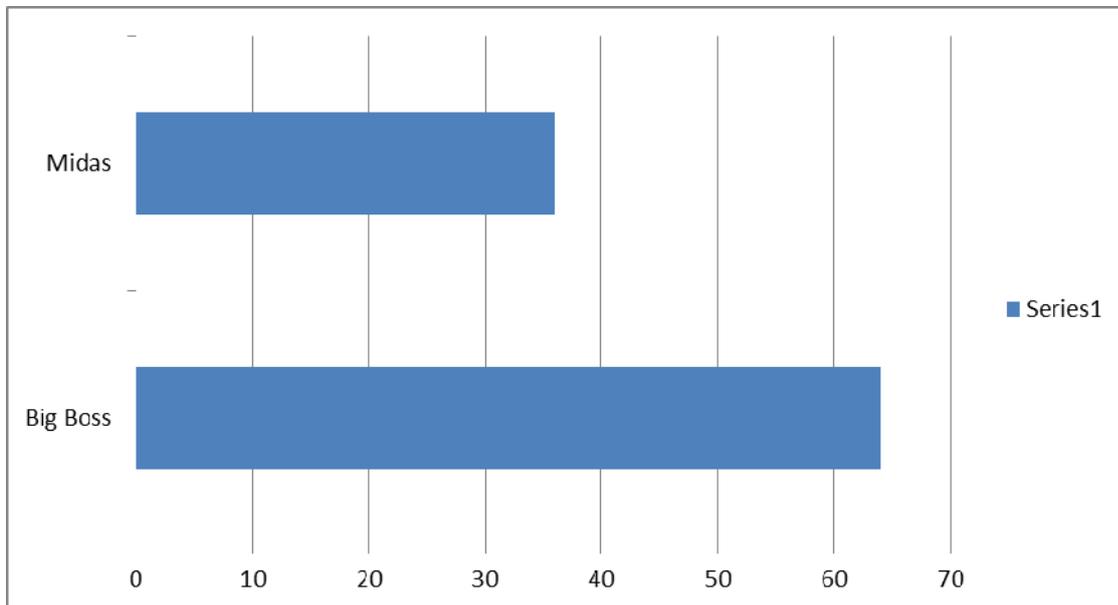
**Rupa**



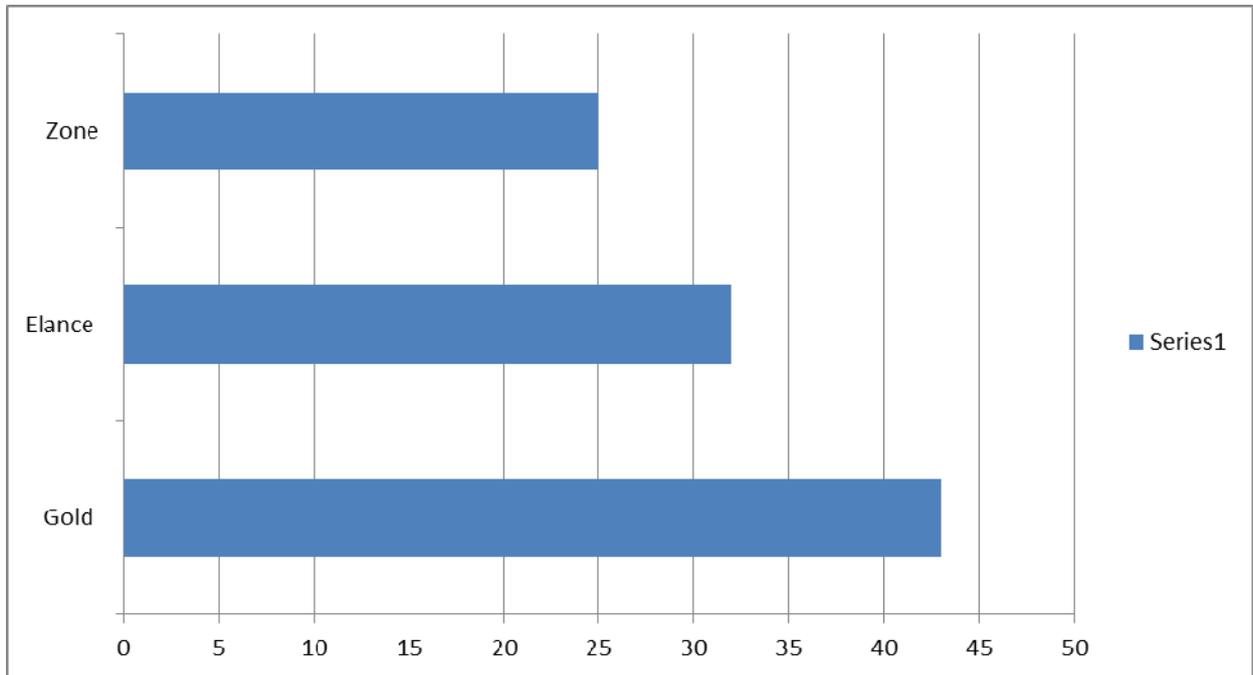
## VIP



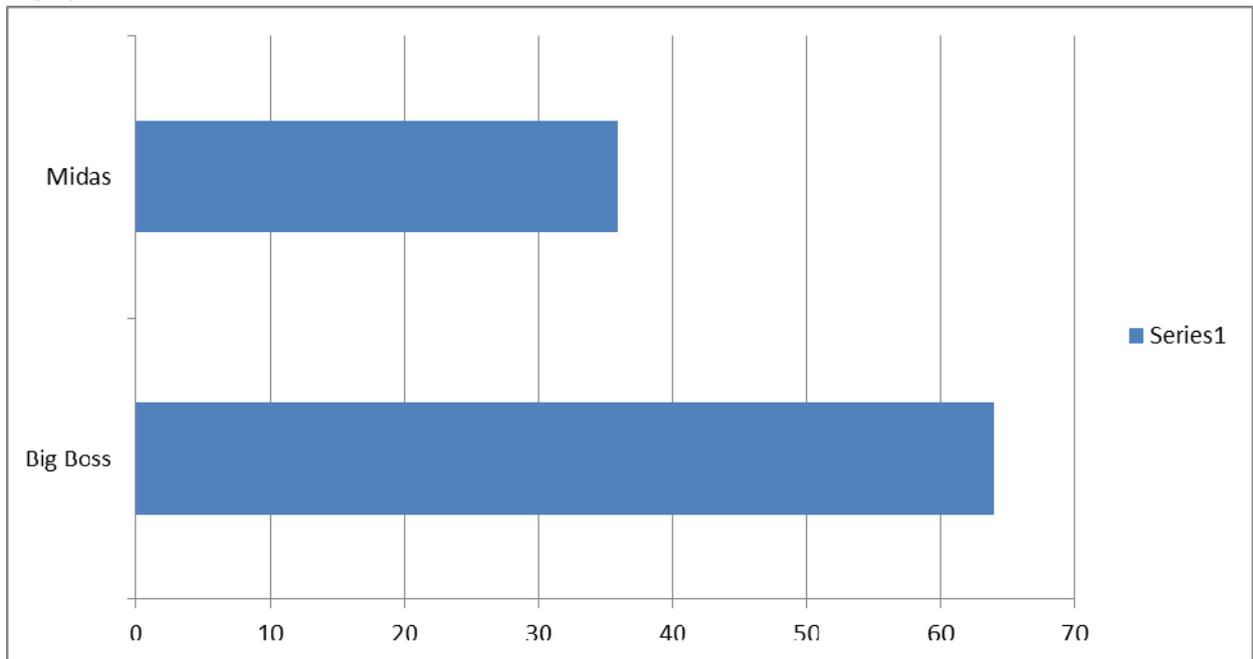
## Lux



### Page Industries(Jockey)



### Dollar



## Advertising Spends as a Percentage of the Sales Turnover for different competitors

Figures are in Crores of Rupees

### Jockey

	Projected 2011	2010	2009
Sales Turnover	136.2	119.7	79.42
Advertising Spends	8.172	5.0274	3.01796
Percentage	6.00%	4.20%	3.80%

### Maxwell(VIP)

	Projected 2011	2010	2009
Sales Turnover	225	209.44	190.41
Advertising Spends	10	8.5	8
Percentage	4.44%	4.06%	4.20%

### Amul

	Projected 2011	2010	2009
Sales Turnover	210	150	118
Advertising Spends	15	10	8.5
Percentage	7.14%	6.67%	7.20%

### Lux

Lux	Projected 2011	2010	2009
Sales Turnover	575	412	375
Advertising Spends	24.2	18.8	16
Percentage	4%	5%	4%

## ATL and BTL advertising of the competitors

- **VIP**

- ATL: VIP has gone to great lengths in the ATL advertising section by creating various ad campaigns for the television and the print media. A few examples are
  - TV ad for VIP brand in general  
[http://www.maxwell.in/media/tvc\\_ad\\_campaign\\_play.php?flvname=vip01.flv&title=VIP&pageid=4](http://www.maxwell.in/media/tvc_ad_campaign_play.php?flvname=vip01.flv&title=VIP&pageid=4)
  - TV ad for Frenchie X  
[http://www.maxwell.in/media/tvc\\_ad\\_campaign\\_play.php?flvname=frenchie01.flv&title=Frenchie%20X&pageid=4](http://www.maxwell.in/media/tvc_ad_campaign_play.php?flvname=frenchie01.flv&title=Frenchie%20X&pageid=4)
  - TV ad for Feelings  
[http://www.maxwell.in/media/tvc\\_ad\\_campaign\\_play.php?flvname=feelings01.flv&title=Feelings&pageid=4](http://www.maxwell.in/media/tvc_ad_campaign_play.php?flvname=feelings01.flv&title=Feelings&pageid=4)
  - Radio ad for Frenchie X  
[http://www.maxwell.in/media/radio\\_ad\\_campaign.php?pageid=4](http://www.maxwell.in/media/radio_ad_campaign.php?pageid=4)
  - Print ads  
[http://www.maxwell.in/media/print\\_ad\\_campaign.php?pageid=4](http://www.maxwell.in/media/print_ad_campaign.php?pageid=4)
- BTL: VIP also indulges in various BTL activities like
  - Retailer Discounts: VIP gives shopkeepers discounts on bulk purchases
  - Combo Offers: Giving a free handkerchief on a pair of vests, or a brief free on a pair of vests

- **Jockey**

- ATL:
  - Jockey Stay Put Campaign
  - Just Jockeying Campaign
- BTL:
  - Jockey has opened various Exclusive Brand Outlets in Varanasi, Mysore, New Delhi, Bangalore

- **Amul**

- ATL:
  - Amul has spent heavily on the “Yeh to bada toinng hai” campaign
  - Amul has recently launched a new ad campaign named “Bade Aaram Se” featuring Saif Ali Khan
- BTL:
  - Amul gives various combo offers and discounts to its customers, and loyalty benefits

- **LUX**

- ATL:
  - Lux has signed a deal with Shahrukh Khan as a brand ambassador

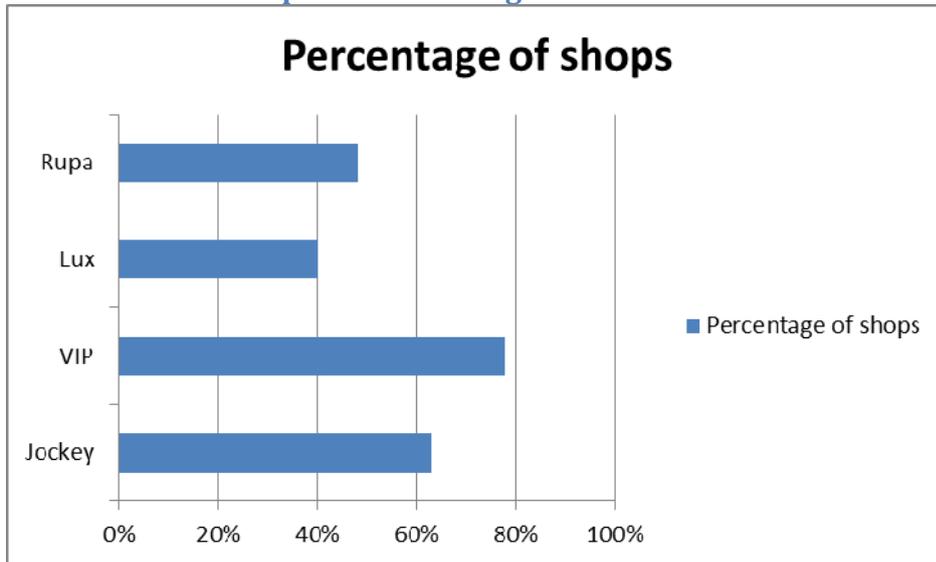
## Agencies working for the Competitors

- VIP: Ogilvy and Mather
- Amul: Ogilvy and Mather
- Jockey: Pencil Sauce

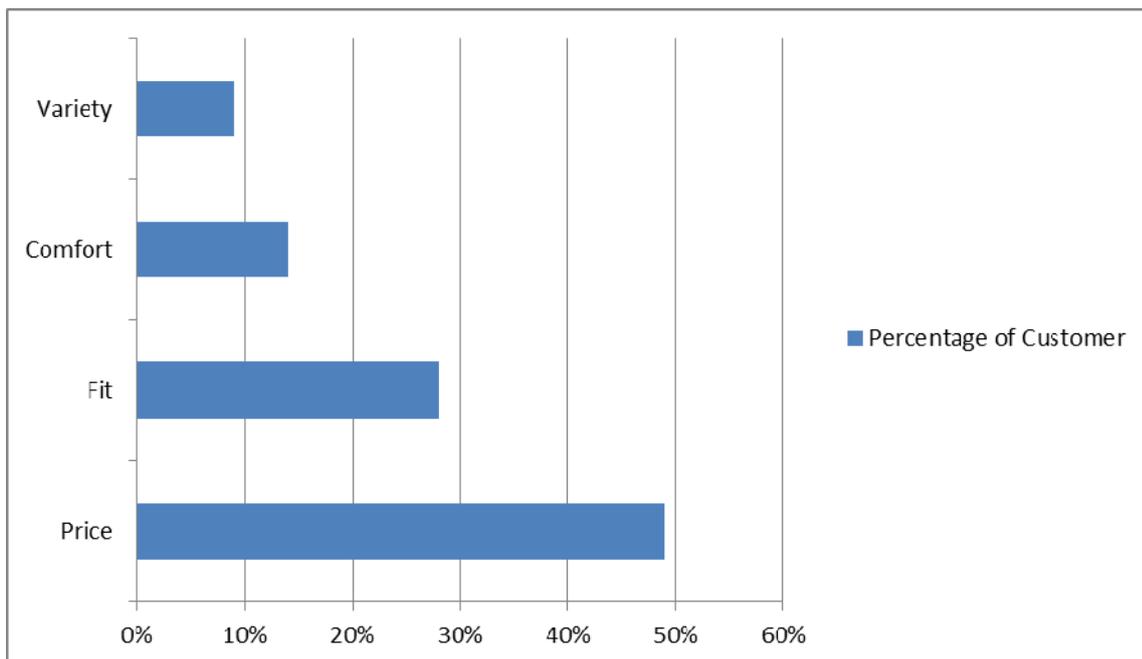
## Findings from the shopkeepers and retailers

- A major percentage of the shop owners, were **unhappy about not having enough distributors in the Noida region**, they said if they had to buy Rupa's products they had to go the distributors in the Delhi region
- The lack of distributors often resulted in some shops not having Rupa products altogether, especially the low end shops.
- In fact, during one my interviews with a shopkeeper, a customer walked in , specifically asking for a Rupa product and being turned down by the shopkeeper and the customer had to return empty handed.
- The banners on the top of their shops often resulted in tilting the customer preference in the favor of the brand the banner portrays.
- Rupa does not have a big presence in malls, showrooms
- The major competitors for Rupa in Noida are **VIP and Jockey**
- VIP for the mid and low end segments with its products like VIP leader and VIP Frenchie
- Jockey was a major competitor in the premium segment.
- VIP offered many combo deals on its products like a vest free on a combo purchase of a vest and a brief, or a handkerchief free on the same combo, VIP also offered retailer discounts to shopkeepers.
- In most of the cases, the customers were not aware of the sales promotions.
- Jockey did not indulge in any sales promotions of the VIP sort, but it rallied mainly on its brand name

### The brands the shops were stacking



### What customers look for when buying a hosiery product



## Trends in ATL and BTL based on the findings

- As the analysis suggests, ATL may have a larger audience, but the scope for ATL now seems saturated and BTL has started to become an important tool
- ATL is a better idea for new product launches, i.e. introducing something new to the masses, but to lure a customer into buying a product which is already there in the market and the customers know about it, BTL is very important.
- The customer preferences are pre set in the hosiery products category and are very difficult to change unless the customers are being offered an incentive in the form of sales promotions, discounts etc.
- The ATL medium is very expensive, and the returns are minimal. The company has to keep spending and spending on the advertising , just to stay in the minds of the customers(brand recall).
- BTL on the other hand, is far ahead in terms of Return on Investment
- For the hosiery market specially, where most of the buying is done by the parents, for themselves and the children, they are looking for the best deals and are not hell bent over buying a particular brand, BTL sales promotions could go a long way in making new customers

## Recommendations on optimization of Rupa's budget on Advertising

- Suggestions on ATL
  - As seen in the findings, BTL 's effectiveness is more so Rupa & Co should concentrate more on BTL and cut down on ATL costs
  - Rupa Frontline is already a very trusted brand in the mid-range category, so Rupa should not spend too much on advertising on this sub brand on the national television and radio and should focus on its other sub brands.
  - Rupa should also make sure that the customers know about promotions, discounts etc., this can be done by advertising in local print media and local radio and TV channels, which would be much less costly than advertising on the national ones.
  - On the ATL front, Rupa should start working on changing its generally perceived image of common man brand and start spending on the advertising of its premium category products
  - In the women's intimate wear category, Rupa faces tough competition from Libertina,Daisy Dee and Lovable, with many people not even knowing about the Rupa Softline range, so Rupa should spend more on creating awareness about the Softline Range.
- Suggestions on BTL
  - Rupa should set up distributors in Noida to effectively solve the problem of customer demands being not met.
  - Rupa should setup showrooms, increase its presence in Malls, showcase its products, and spend more on Visual Merchandising.
  - Rupa should provide shops with shop tops, banners, neon boards etc.
  - Rupa should work on providing best sales promotions, discounts.

## **Limitations of the Study**

- The set of respondents is not a completely random sample, and hence is not a perfect representation of the whole population.
- The answers given by the respondents may not be true or may be biased
- The whole area of Noida city could not be covered due to the time limitation.
- Some information the respondents may not be willing to share correctly like their monthly income, age or phone numbers.

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