International Journal of Data-Driven Management and Business Strategy
Volume1, Issue 1 2025

Impact of Technological Advertisement in Today's Business Communication

Lakshmi[1]

Assistant Professor, Dept. of Commerce & Management AMC College Bengaluru, Karnataka

Research Article

Date of Submission: 01-05-2025 **Date of Acceptance: 14-05-2025** **Date of Publication: 11-07-2025**

Abstract:

Ethics play an integral role in the development and sustenance of any personal or business relationship. The accepted behaviors in a community and the general behaviors of a company are determined by ethics. Marketers need to be aware of how ethics affect marketing communications and adjust their strategy appropriately.

Keywords: Integrated Marketing Communication, organization.

INTRODUCTION

An organization's ethical practices are a crucial yet challenging idea to comprehend and put into effect. Because ethics is such a subjective idea, it is difficult to control. A business must choose an ethical communication strategy since ethical values vary among societies and interpersonal relationships.

The unethical marketing practices of today's marketers and the use of surrogate advertising as an IMC tactic will be covered in this essay.

Is surrogate advertising an integrated marketing communication strategy?

"Let's gear our advertising to sell goods, but let's recognize also that advertising has a broad social responsibility." - Leo Burnett.

It is undeniable that advertisements are a significant part of modern life. They have a profound impact on our daily lives. Since advertisements raise awareness and give information about new items hitting the market, consumers are more eager to watch them now than they were in the past. It is impossible to overstate the importance of ads in today's business environment. However, as we can all see, the number of advertisements that seek to mislead the public is growing daily.

In actuality, the public often ignores ads that don't support their claims. The majority of the ads are for alcoholic beverages and cigarettes. The general public does not approve of these products' advertisements. In 2002, the government prohibited the use of the media to market specific items due to growing popular resistance.

As a result of these laws, a new phenomena emerged in which certain large tobacco and liquor businesses began to promote their goods in ways other than the government had prohibited. The public will be constantly reminded about their banned brands, such as alcohol or tobacco, through this alternate form of advertising. The brand names of the new items they promote must match those of the banned

goods. We are readily reminded of the forbidden things by these products. The practice of promoting goods under a common brand name, which is

Often referred to as "brand extension," they are used to promote both related and unrelated goods, such as Tata Steel and Tata Coffee or Tata Salt and Tata Coffee.

The primary issue here is that they market these goods in a manner that makes consumers think of those "prohibited products" no matter what—whether it's an advertising for a product that is illegal or a helpful product sold under the same brand. This is done with the sole purpose of reminding people of their booze or tobacco brands. This creative way of promoting a product that is illegal is known as "Surrogate Advertisements."

Examples of surrogate ads are Kingfisher mineral water and Wills lifestyle. The large, well-known companies have adopted this sort of escape mechanism. In reality, they are using a novel kind of banned advertising to contest the government's laws. Therefore, the very goal of outlawing the promotion of alcohol or other products that are detrimental to the general public's health has been undermined by surrogate ads.

REGULATORYMEASURES:

The Cigarettes & Other Tobacco Products (Prohibition of advertisement and Regulation of Trade and Commerce, Production, Supply, and Distribution) Act, 2003 states: "An Act to prohibit the advertisement of tobacco products, and to provide for the regulation of trade and commerce in, and production, supply, and distribution of, cigarettes and other tobacco products and for matters connected therewith or incidental thereto."

The above Act was enacted to achieve better public health and to ensure that effectual methods are adopted to protect people from unintentional exposure to smoking and to safeguard children and youngsters from being obsessed to the use of tobacco.

Section 5 of the act read as follows:

Section (5) No one may manufacture, supply, or distribute cigarettes or other tobacco products directly or indirectly unless each package of cigarettes or other tobacco products he produces, supplies, or distributes states on the label the amount of nicotine and tar in each cigarette, or as applicable, on other tobacco products, as well as the highest amounts that are allowed: With the caveat that the amount of tar and nicotine cannot be more than the maximum amount allowed by regulations established under this Act.

provision 21 (2) A violation of this provision will be compoundable and subject to a summary trial in line with the Code of Criminal Procedure, 1973 (2 of 1974)'s summary trial protocol.

Penalties for promoting cigarettes and other tobacco goods

Section 22: Penalties for advertising cigarettes and tobacco products Section 5 violations will result in the following penalties upon conviction: a. imprisonment for a maximum of two years, a fine of up to one thousand rupees, or both; and b. imprisonment for a maximum of five years and a fine of up to five thousand rupees for a second or subsequent conviction.

The provision expressly forbids these kinds of ads in India and outlines the penalties for violating them. The Cable TV Network Regulation Act gave rise to the current impetus for surrogate advertising. The Act forbids the promotion of alcohol and tobacco products on television, one of the most powerful advertising mediums available today.

The Ministry of Health and Family Welfare amended the Act in 2005, defining "indirect advertisement" in Section 5(1) as follows: using a tobacco product's name or brand to market, promote, or advertise other goods, services, or events; using a tobacco product's name or trademark that is also used as a name or brand for other goods and services; using specific colors, layouts, and/or presentations that are connected to specific tobacco products; and advertisements for other goods and services that include tobacco items and smoking scenarios.

The Act was made more comprehensive and

explicit by this revision. Additionally, the following guidelines are included in the Code for Self-Regulation in Advertising published by the Advertising Standard Council of India [ASCI]:

to protect against deceptive advertising and to guarantee the veracity and honesty of claims and representations made in them.

to guarantee that commercials don't violate widely recognized norms of public decency. to prevent the careless use of advertising to promote goods that are seen to be harmful to people or society in general, or that are of a kind that is undesirable to society as a whole.

to guarantee that commercials adhere to fair competition in order to satisfy both the standards of commonly recognized competitive behavior in business and the demands of consumers to be educated about their options in the marketplace.

The ASCI is not a government agency. It is a self-regulatory, voluntary group that has representation on all committees dealing with advertising material in all Indian government ministries. The Council receives and considers between 120 and 140 complaints against ads from a variety of customers and the general public, including individuals, media outlets, advertising agencies, advertiser corporations, and supplementary services related to advertising. Their Consumer Complaints Council (CCC) makes decisions on complaints, and it also makes decisions regarding ASCI reports on complaints.

The Prohibition of Print and Electronic Media from Publishing or Broadcasting Vulgar, Obscene, and Surrogate Ads and Remixing Songs The law from 2004 has yet to be implemented. In order to protect our nation's traditions and values, the Bill was introduced to completely prohibit the publishing of surrogate advertising showcasing comparable items, particularly alcohol and tobacco, via mass media and communications. According to a 2001 market study, advertising directly affects the purchase patterns of 431 million Indians and indirectly affects 275 million applicants from the lower income bracket.

Furthermore, the Bill defines "surrogate advertisements" as "an advertisement which shows a substitute product in the guise of the real one which otherwise cannot be legally advertised through the print and electronic media." Here is another legal definition of the phrase. Additionally, the Bill

suggests banning surrogate ads from being published in print media and shown on television, and stipulates that those who violate these rules would face appropriate penalties.

In the meantime, the Indian Broadcasting Foundation, whose primary goal is to support, assist, encourage, develop, safeguard, and promote the interests of the Indian television industry and other associated entities, took up the issue of surrogate ads and made the decision to require liquor manufacturing units to obtain approval before they can produce an advertisement at the storyboard and post-production stages. Additionally, the IBF prohibits liquor firms from improperly advertising any product—such as mineral water, juice, soda, etc.—by portraying it as a liquor bottle or any other kind of banned advertisement.

It goes without saying that such actions are commendable, but what matters is that they be enforced. As consumers in our culture, we have a right to get thorough information about each new product that is introduced to the market via advertisements, just as producers are allowed to manufacture and promote their goods.

In many respects, surrogate ads are deceptive and dishonest. Given the widespread use of this tactic and the increasing infiltration of media and technology, it is imperative that the subject be given the attention it deserves. This revolutionary method of prohibited advertisements will pose a significant challenge to our media-savvy society unless strict regulatory measures are put in place to address the issue, such as enacting laws that prohibit surrogate advertisements, giving ASCI more authority to take legal action against infringements, regulating media to adhere to the code of advertising, developing public awareness programs, etc.

"The use of surrogate advertisements as a method for integrated marketing communication"

In essence, there are two situations in which surrogate marketing is used. The first is when a

business "farms out" its whole marketing function, and the organization that does so is referred to as a "surrogate marketing department." The second is the situation in India about the prohibition of alcohol and tobacco advertising.

Businesses in prohibited sectors are launching brand extensions by using the same brand name as the prohibited goods to market things that are lawful.

Surrogate marketing, to put it simply, is "using the same brand name or similar looking brand names to promote other brands and deceiving people."

Kingfisher, a liquor firm, has launched mineral water under the same brand name. The concept is that businesses may freely promote the extension, which will help consumers remember their items that aren't allowed to be advertised. Therefore, mineral water serves as a stand-in for Kingfisher liquor. Find out the regulatory goals of the