

**A Project Report on
Study on Advertising effectiveness of Havells
India Limited**

Submitted By :

Geet Sehgal

2k14/MBA/23

Under the Guidance of :

Dr. Rajan yadav

Associate Professor



DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road Delhi 110042

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DELHI TECHNOLOGICAL UNIVERSITY

CERTIFICATE

This is to certify that the project titled "A Project Report on The Advertising aspect of Havells India Limited" is an academic work done by "Geet Sehgal" submitted in the partial fulfilment of the requirement for the award of the degree of "Masters in Business Administration" from "Delhi School Of Management, DTU" under my guidance and direction.

To the best of my knowledge and belief the data and information presented by him / her in the project has not been submitted earlier elsewhere.

Dr. Rajan yadav (Sign) Associate Professor

Delhi School of management, DTU

DECLARATION

This is to certify that I have completed the Project titled “A Project Report on The Advertising aspect of Havells India Limited” under the guidance of “Dr. Rajan Yadav” in the partial fulfilment of the requirement for the award of the degree of “Masters in Business Administration” from “Delhi School Of Management, DTU.”

This is an original work and I have not submitted it earlier elsewhere.

Geet Sehgal

(Sign)

2k14/MBA/23

MBA-IV

ACKNOWLEDGEMENT

I would like to express my gratitude to Dr. Rajan Yadav for his guidance in making us understand the subject of Retail Distribution Management. Without his inputs and the time he invested in us, this project wouldn't have seen the light of day. I would also like to thank my institution Delhi School Of Management, DTU and all the entities within it which provided me with the resources to complete this project.

My profound thanks to all of my batch mates for helping me with the project.

Geet Sehgal

EXECUTIVE SUMMARY:

Integrated Marketing Communications has been the approach in achieving the objectives of a marketing campaign for any product. It is well-coordinated use of different promotional methods, which are intended for the reinforcement of all the communication activities. As defined by the American Association of Advertising Agencies, integrated marketing communications " ... recognizes the value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines advertising, public relations, personal selling, and sales promotion and combines them to provide clarity, consistency, and maximum communication impact."

In this project, we have chosen Havells as our study area. They have always been innovative in their ad campaigns.

Havells came into limelight with the campaign of their Mini Circuit Breakers (MCB). MCBs were commonly used in new houses, apartments and but these products were never advertised before. Havells entered with its clutter breaking, focusing on the humorous aspect of communication for their MCB ad, which immediately caught the consumer's attention. Havells came in with the famous tagline of – Shock Laga campaign.

The next ad was for the CFL bulbs by Havells. This ad was the Rimpoche ad. This ad was a highly interesting ad for such a dull product.

Havells then continued its ad campaigns with another ad of a mother son campaign for its cable product range. It conveyed the feature of its heat and fire resistant very smartly and with an emotional touch.

For the fan range of Havells, it came out with another funny campaign of Bijli ads.

Havells made use of the period of Recession to come out with yet another creative ad for the MCB product range.

Havells has also been using the IPL platform for its brand promotions. The "Shock Laga Kya" tagline comes on the screen for two seconds whenever a batsman gets out or when a six is hit.

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