

Importance of Digital Platforms in Indian Advertising: A Case Study Of Nestle Kitkat

Harshita Shah¹, Dr. Kapil Chowdhury², Dr. Ravindra Singh³

¹Department of Visual Arts Graphic Era Hill University, Dehradun, India

²Assistant Professor Department of Visual Arts Graphic Era Hill University, Dehradun, India

³Humanities and Social Sciences Graphic Era Deemed to be University, Dehradun

ABSTRACT

Now the communication sector has totally based upon digital platforms in numerous ways, it's moving, and developing very fast and including new, innovative features and technologies. The increasing use of digital platforms has helped many sectors of society and is very beneficial for expanding exploring and organizing various social & economic activities. As digital platforms are reshaping the industrial sectors, it is also helping in creating awareness for various aspects at that particular time. Basically, digital platforms become effective portals or options for business, marketing, and other many domains, the Advertising industry is one of them. This study analyses the role and importance of the digital platform for sales and marketing in India through advertising. Additionally, it also studies how much the digital platform helps in the growth of the business with the growth of the country's economy through analyzing the advertisements of Nestle KitKat.

Keywords: Digital Platform, Advertising, Promotion, Communication Technology, and Nestle Kitkat.

INTRODUCTION

In today's era, digital platforms can be termed e.g., "lifelines", as digital platforms have become very essential for the existence of mankind in the modern world. The digital platform has emerged as a key method for planning a variety of human activities, including economic, social, and political interactions, which has also helped in the rise of multiple industries such as transportation (e.g., Ola, Uber, etc.), hospitality (e.g., Airbnb, etc.), and the technology sector as well.

A business that has utilized, a digital platform's features, properly, must have seen a considerable increase and expansion in the size and scale of its market.

RESEARCH METHODOLOGY:

The research is based on qualitative analysis of how digital platforms helps in the the growth of brand or services of a company. For the study of this, the data has been collected through secondary sources, such as the books, journals and the web for the outline of the study. The case study on the brand: Nestle Kitkat has also been done to show the tremendous growth of the brand after the use of

digital platforms such as Instagram, Youtube and Google.

DIGITAL PLATFORM

A variety of viewpoints have been defined before and conceptualized to describe the meaning of digital platforms. Some are based on technical aspects (aspects that focus on technical elements and processes) while others are based on non-technical aspects. Therefore, no universal definition of a digital platform can be defined, but different viewpoints are summarized below:

The digital platform according to technical viewpoint:

Conceptually according to tech, “Digital platforms are tech-based business models”. It can also be defined as “a building block that provides an essential function to a technological system and serves as a foundation upon which complementary products, technologies, or services can be developed. (Faik, et al., 2018)

The digital platform according to a non-technical viewpoint:

Digital Platforms can be defined as, the commercial networks and markets which enable transactions like business to business, business to customer or even customer to customer.

In other words, it can also be seen as a platform (service) where the community, as well as the producer and the consumer, can trade information, goods, and other services with each other. In today’s generation, it is very crucial to realize that the community itself has become an integral part of the digital platform, because of the various purpose it seeks to serve such as -lead generation, in creating social awareness, relationship building, and conversions.

These digital platforms can be channelized into various types of platforms, which are described as:

- **Social Media Platforms:** These are the interactive technologies that make it easier to share content, information, thoughts, and ideas throughout the platform socially. For example, Instagram, Facebook, etc.,
- **Knowledge Platforms:** This platform offers the sharing of knowledge between individuals or between communities at most. For example, Quora, Stack Overflow, and Yahoo! Answers.
- **Media Sharing Platforms:** These are the platforms where one can share and find photographs, videos, and other kinds of media on the web. For example, Youtube, Snapchat, etc.,
- **Service-Oriented Platforms:** These are the platforms that offer different types of services to the people, like transportation, delivering food, etc. For example, Swiggy, Zomato, and many more.

HISTORY OF DIGITAL MEDIA IN INDIAN ADVERTISEMENT:

Every other person in a population of over 140 crores is expected to at least be familiar with the fundamentals of digital platforms. This is because in simple terms digital platform is the service or the platform used in the promotion of the products over the internet or any form of electronic media.

Today every group, from a teenager to an adult every individual is consuming digital content from various digital platforms on daily basis. And therefore, India has become one the third largest user base in the world, which has somewhere opened the doorway for e-commerce for the prosperity of a company.

Not only is this country also witnessing great enthusiasm from the youngster drive in the form of entrepreneurs. New solutions to the different problems are shaping up, breaking many barriers. But without the help of the internet and the available platform, it would not be available.

The word “digital platform” came into existence in the year 1990 for the first time with the invention of the internet and the Web1.0 platform. This platform allowed users to search and read content while enabling permission to share and distribute it across the internet.

The beginning of digital platform started in the year 1993 with the invention of the first clickable banner, after which Yahoo was also established in the upcoming year 1994.

HISTORY OF DIGITAL PLATFORMS IN INDIA:

The history of digital media in India can be traced back to 1995 with the invention of the Internet. This added a baby step in India’s digital marketing revolution. Many other technological advancements occurred in the following decade, paving the path for online marketing in India.

VSNL introduced the Internet service in India on August 15, 1995. (Videsh Sanchar Nigam Limited). In 2008, Tata Group purchased VSNL and renamed it Tata Communications.

According to the research, until the year 2000, only 0.5 percent of India's population used the internet. It wasn't until 2008 that India saw a significant increase in internet usage. The period from 2008 to 2010 saw the greatest hike in the increase in the number of new digital marketing companies which uses the digital platform for their various use of advertising. (Bhattacharya, n.d.). From 2000 to 2013, the percentage of digital platform users increased dramatically, rising from 0.5 percent to 15 percent of the Indian population (Bhattacharya, n.d.).

Companies that helped shape India's digital platform roadmap (1996–2007)

- It all started with the global dot-com boom, which peaked in the 1990s. This can be stated as the starting time when there were only around 15,000 internet users in India.
- This was still the time when internet penetration in India was still very low, the launch of two major search engine platforms i.e., Yahoo, followed up by Google in 1994 and 1998 simultaneously.
- As the launch of Yahoo and Google became a great success, it provided helping hands to the launch of India Mart in the year 1996, which became the first company to launch e-commerce shopping in India and provided a B2B (Business to Business) marketplace so to make a connection between the manufactures and the buyers.
- The government of India also provided its support and formulated its first broadband policy

in 2004 due to which growth of the broadband sector was seen in the year 2005. Moreover, many new platforms were also launched in India in the upcoming years as:

Facebook was launched in India on 26 September 2006 followed by YouTube which was launched in the year 2008.

The government also auctioned the 3G spectrum in 2010 and established the foundation for a competitive environment, and re-energized the wireless broadband sector, to strengthen the growth of digital platforms in the country. Many more other steps too were taken by the government like Digital India to ensure the strengthening speed of the Internet and the digital platforms.

All of the points mentioned above, either directly or indirectly, contributed to the expansion of digital platforms in India, as now people became more aware of the Internet's more varied uses, such as e-commerce businesses like Flipkart and Amazon, and began to use it. There arose a necessity to raise awareness about their product or brand, which is when they understood the value of internet advertising.

IMPORTANCE OF DIGITAL PLATFORMS IN INDIAN ADVERTISEMENT:

The digital platform has a tremendous effect on our environment as it has become the life and soul of the current generation. In today's modern digital India, digital platform rapidly permeates into every aspect of people's lives, with more and more interactions and activities taking place on the web. Digital Platforms aid in entrepreneurship development because it aids in the promotion of business goods & services via digital channels. India is the third-ranked country globally in terms of the number of Internet users, having approximately 25 Crore users. Teenagers use various methodologies including conventional approaches before making a purchase. Not only this a considerable leap has been seen in the market size of over 200 billion rupees from the year 2016 to 2021.

Ease of access- One may use the promotional strategies known as "digital Platform marketing" which helps the company to promote their goods and services on the web in the form of ads such as "Google," and on the social media platform such as "Facebook," and "Instagram", which are cost-effective. The companies now don't need "television commercials" or "hoarding ads" and their enormous costs; they can launch their digital presence within a few months.

The accomplishment of reaching the target audience- The usage of smartphones is increasing drastically in India. Therefore, advertising through a digital platform will help the companies to reach a larger audience in very less time. As per the survey, there are around 2.3 billion smartphone users in India. Thus, the digital platform makes it easier to reach a larger audience in a very cost-efficient way and in a very lesser amount of time.

Monitoring- Monitoring is one of the important points when talking about the importance of digital platforms in the field of advertising. Since, the digital platforms help the companies in learning about the customer's demand, the marketing strategy, the marketing efforts the company is making, and the market performance of the company's product or service and also helps the company in

determining the channel which will help the company in creating more money by calculating the Return on Investment (ROI).

Re-Connecting with Customers- This is again the important point to note talking about the importance of digital platforms in the field of advertising because the companies like “Amazon”, “Flipkart”, “Myntra”, “Nykaa” etc, remind their customers about the items either that the customers bought earlier or they are added in their cart. Through the digital platform, the companies can easily connect with their customers with no hassle, whatsoever, which also keeps the customers updated about their added items in the carts and influence them to buy those added products.

CASE STUDY OF THE BRAND: NESTLE KITKAT:

Everyone has at least once in their life eaten this delectable chocolate wafer that was first sent around the UK in 1935 and since then has gained outstanding notoriety. Approximately 192 million KitKat bars are constantly produced in the United States only. Let’s thoroughly analyse Kit Kat’s marketing strategy.

● **COLLABORATING WITH BIG BRANDS “THE BRAND GOOGLE”**

Collaborating with one of the biggest brand “Google” which have the most powerful digital platforms like Apple, Amazon, Facebook, and many more in the year 2013, with a proposal name of the operating system of android version 4.4 Kitkat, helped in the tremendous growth of the brand. Working with Google, which was a well-known brand, guaranteed tremendous results in the growth of the brand, but,also its recognition in the digital world.

This can also be considered as Kitkat's most innovative branding and marketing tactics which helped Kitkat in ruling the chocolate industry, as well as the brand’s greatest collaboration that made Kitkat boom in the 21st century, as the brand’s partnership generated billions of Twitter and Youtube impressions within 72 hours.

● **MOMENT MARKETING**

The phrase "Break" is consistently utilized in all of their articles to promote brand recognition. The company is active on various social media sites. On digital platforms like Facebook, they conduct a lot of promotions.

The business engages social networking sites using moment marketing. Moment marketing refers to, brand interactions with other brands on social media. The company has partnered with certain other well-known food companies. Oreo KitKat is among their greatest ventures together. KitKat's interactions with other businesses led to hundreds of retweets on one of the best digital platforms with improved the brand's reputation in the marketplace.

● **CUSTOMISED STRATEGY OF DIGITAL ADVERTISING**

In order to successfully transmit, Kitkat takes advantage of more "leaned in" moments, and engage the audience more deeply and for a longer duration of time. In-stream advertising was added to the typical layout combination of Post and Stories as an option. In-stream video advertisements enable marketers to insert advertisements within longer-form video content and encourage longer view

times, which can support the delivery of more complicated targeted advertisements while engaging and creating a long-lasting effect on the viewers' minds. (MarketingDive, 2016)

● BRAND AS A STORYTELLER

Kitkat found Instagram as an ideal tool, to graphically express the story tale. For this, the brand launched a new global ad campaign for presenting a fresh outlook on the well-known tag line 'Have a break, have a KitKat' in which, animated videos were used to display KitKat fingers, to bring each break to life. (MarketingDive, 2016)

For this, the brand promoted the campaign with a series of photo ads with the hashtags #my break for atleast 7 weeks. These ads featured people having different breaks, like listening to music, holiday breaks, etc.

The concept of this ad campaign was centralized - to celebrate the break for the breakers.

CONCLUSION:

It is not wrong to say that "DIGITAL PLATFORMS PLAYS AN IMPORTANT ROLE IN THE INDIAN ADVERTISEMENT", as digital platforms are now one of the fastest and widest used technologies for the growth of the Indian advertisement. Digital platforms are beneficial in India's advertising in many ways as it can provide rewarding experiences, with higher quality and reduced costs for a particular organization. It can easily create awareness among thousands of people at a time, about the latest deals, launches, and offers of a particular brand making the customers happy.

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