

# The Research Dialogue

An Online Quarterly Multi-Disciplinary  
Peer-Reviewed / Refereed Research Journal

ISSN: 2583-438X

Volume-2, Issue-2, July-2023

[www.theresearchdialogue.com](http://www.theresearchdialogue.com)



## Impact Of Covid-19 Pandemic on Advertisements of FMCG Products: A Critical Analysis

**Aishwarya Chaturvedi**

Research Scholar

University of Lucknow, Lucknow

[chaturvediaishwarya0208@gmail.com](mailto:chaturvediaishwarya0208@gmail.com)

**Rohit Upadhyay**

Research Scholar

Kumaun University, Nainital

[rohit.upadhyay16@gmail.com](mailto:rohit.upadhyay16@gmail.com)

### Abstract:

*Covid-19 pandemic has affected every segment of the society one way or the other. The changing dynamics of all the businesses during this phase has risen to challenges as well opportunities to advertising industry. The present study aims to examine the impact of Covid-19 pandemic on the content of advertisements of FMCG products. Following the qualitative research method, critical analysis of ten FMCG products have been done including the commercials of television as well as print media. It has been analyzed in two sections: advertisements before the Covid-19 pandemic and during the Covid-19 pandemic highlighting how advertisement reflects the ongoing scenario of the society. This paper elucidates those advertisements of FMCG products are dependent on the present situation on a particular area or nation to an extent.*

**Keywords:** Advertisement (ad/ads), Advertising, Covid-19, FMCG, Pandemic

**Introduction:**

Advertising is a form of communication which is used to promote a product, idea or service using various mass mediums i.e. print media, electronic media, web, radio, outdoor media etc. It is a marketing tool to reach customers with creative content and inform them at the same time. We often believe that advertising mirrors the society and its societal trends and is helpful in shaping the mass opinion. Advertising reflects the day to day lives of people in order to connect with them in a better way and the most important sector creating great impact on consumer happens to be FMCG (Fast Moving Consumer Goods).

As FMCG product range is unending and rule the advertising market, the creative approach being used complimented with the different advertising appeals not just attracts the user towards the product but also towards the content of the advertisements. This is somehow shaping the mindset of the consumers. For instance, advertisements of beauty products are focusing more on self-confidence rather than having fair skin and advertisements of toiletries are not confined to product details but also to become self-dependent and self-reliant. This is because the change of opinion is the need of hour and advertising agencies are making the best out of it.

With the current Covid-19 pandemic, we have observed the changes and challenges in every sector and advertising too does not remain untouched. Where some companies have launched a new range of products as per the need in market, some have changed the advertising strategies to sustain the market. In this comparative study, we are critically analyzing the content of video and print advertisements during the pre-Covid-19 phase and the current pandemic phase to observe the changes in the content and to highlight that how Covid-19 pandemic has affected the advertising sector.

**Objectives:**

1. To observe the effect of Covid-19 pandemic on the advertising sector in India.

2. To analyze the content of print and television advertisements in the Covid-19 phase.
3. To make a comparative study of the content in pre Covid-19 phase and post Covid-19 phase.

### **Review of Literature:**

Covid-19 pandemic has created a crisis situation in every sector. Various companies have taken reform measures to overcome the challenges and have reshaped their plans accordingly. The advertising of FMCG products in India has seen a sudden shift to covid-19 protocols. FMCG companies have reshaped their advertisements to cope up with Covid-19 pandemic. They have included general awareness for consumers who use their products.

Dr. Shampa Nandi (2021) has stated multiple factors that have compelled companies to reshape their advertisements. These factors are: delayed new ad campaigns, increase in sale of FMCG products, major shift of outdoor advertisement to digital ads on social media and OTT platforms in pandemic, change in behaviour and purchase pattern of consumers.

R.K. Rai, S. Khajanchi and P.K. Tiwari (2021) found that to tackle pandemic situation in India, awareness messages must be spread through advertisements especially through social media. These ads are needed to encourage consumers to adopt preventive measures during corona pandemic. FMCG products have adapted to new awareness technique in their advertisements.

M Farooqui (2021) has stated that Indian advertisement market suffered a major loss during Covid-19 pandemic though it started to rise back again in 2021. Television is the biggest medium for advertising while print and radio advertisements are contributors to local advertisers mainly. The digital advertisement growth is projected at 35 percent in 2021. This growth in advertisement has primary focus on reaching audience through creating awareness about Covid-19 pandemic.

A E DiResta et. al. (2020) have highlighted that Covid-19 pandemic has forced the companies to change their advertising strategies. They mentioned that advertising agencies have to be creative and innovative to promote a brand in these “new normal” situations. Products to be advertised must be tactful and empathic to consumers’ plight. This can be achieved by adjusting advertising campaign to pandemic situation. Evaluation must be done before releasing a new logo, slogan or other intellectual property. Advertising For-cause marketing campaigns has become popular for brands where they align their products and services with social impact initiatives to assist victims of the COVID-19 pandemic.

Euromonitor (2020) in its article has stated that Covid-19 pandemic has resulted in shift of hygiene products in FMCG category along with fresh food, packaged food and bottled drinks. Moreover, consumers have developed online shopping habit. Products like immunity supplements, medicines, and floor and toilet cleaners have now increased demand as compared to apparels and other discretionary products. Consumer behavior has shifted to essential products. Keeping this in mind, advertisement agencies have now created ads related to Covid-19 relating it to product and well-being of consumers.

### **Research Methodology**

A comparison of FMCG products is conducted on the basis of advertisements before and during Covid-19 pandemic. Purposive sampling has been used to select the FMCG products. A total of ten FMCG products are chosen to analyze their advertisements which includes video as well as print advertisements. The primary source of digital advertisements is television while the secondary source is internet. The primary source for print media advertisements is newspaper as well as internet. A comparison of advertisements is to be done on the content and presentation of FMCG products before and during Covid-19 pandemic. This will help us to understand the influence of Covid-19 pandemic on advertisements of FMCG products. Also, this analysis will examine the advertisement strategies to use



pandemic situation for sale of essential products. The comparison method will illuminate the necessity of sudden shift to advertise essential products with Covid-19 pandemic as its integral part.

Method of comparison:

1. Comparing the content of advertisements of product before and during Covid-19 pandemic,
2. Comparing the advertising strategies of products before and during Covid-19 pandemic,
3. Comparing the message conveyed to consumers (business as well as public service announcement)

### **Data and Analysis and Interpretation**

Covid-19 and its effects has been seen in every nook and corner of the country in the last one year and as mentioned above, advertising too remained untouched. This research paper is highlighting a comparative study of pre Covid-19 advertisements of FMCG products and its content with the changes observed during the Covid-19 phase. It is completely based on content analysis. Print advertisements are more effective because the content once published cannot be changed as frequently as digital advertisements. The consumers see such advertisements frequently which create a desire to purchase the product.

### **Lifebuoy Hand Wash**

Advertisements of Lifebuoy hand wash always uses a demonstrative appeal showing how to use the product in order to inform the consumers. The target audience of this product is people of all age groups as hand washing is a basic hygiene activity. The earlier advertisement on television became quite famous with a small kid “Bunty” as its lead washing his hands with an ordinary soap and the punch line was “Bunty, tera saabun slow hai kya” as he keeps washing his hands again and again to kill germs. The focus was how lifebuoy handwash work fast in killing the germs as

compared to any other soap which is a complete business centric approach. Video [Link 1](#)

The latest advertisement of lifebuoy handwash is a public service campaign in association with FICCI focusing on creating awareness for hand washing keeping in mind its importance in the present Covid-19 pandemic. It is again a demonstrative appeal but the focus is completely on hand washing and not just on the promotion of the product by requesting the consumers to maintain social distancing, wear mask, get vaccinated and wash hands not just with lifebuoy handwash but with any soap to ensure the safety and hygiene. This shows that the company is following its corporate social responsibility towards Covid-19 spread. Video [Link 2](#)

### **Bournvita Health Drink**

Bournvita is nutritional health drink meant for children of all ages. The product is available in different variants as per the age group. As per the company, the product has “inner strength formula” and acts as a supplement for children to suffice nutritional deficiency. Advertisements of Bournvita always highlight the hard work for children to achieve their desired goal. The quoted advertisement that was being broadcast on Television showcased a mother-son duo practicing running and to follow a fixed routine and good habits. The focus is on how a child can defeat the mother with regular practice, hard work and consistency and that’s where the real victory of a mother lies. It is ending with a tagline “Taiyari Jeet Ki” that defines how success needs efforts. Video [Link 3](#)

The recent advertisement of the same product is highlighting the importance of immunity building that can be achieved with Bournvita as immunity is the only thing that can save you from Covid-19 disease. It is again a mother son duo where the son is getting ready to go to school after a long break due to pandemic and lockdown and how this needs special attention. The focus on the mug of milk with Bournvita is refiguring the trust a mother has on it and how it is necessary to fight the infections and virus. It is ending with a statement “Only a mother knows the value of

immunity” and the eight immunity nutrients in Bournvita will help a child to have better immunity. This simply shows the change in the advertisement content post pandemic without any change in product. Video [Link 4](#)

### **Brooke Bond Red Label Tea**

Brooke Bond Label Tea is one of the highest selling teas in India. It is the most common beverage used in every part of India. This tea brand usually focuses on refreshment and health of its consumers.

In pre Covid-19 era, the tea brand advertised the product as herbal drink to prevent common cold and boost immunity. Fact-based thinking was used to advertise the product. The ad showed three herbs as part of the tea mixed in the pack. The female character from the ad suggests the other character to drink Brooke Bond Red Label tea daily to stay away from sickness. She specifically mentions ‘Tulsi, Adrak, Ashvagandha’ as the mixture in natural tea which have immune powers to protect from diseases. The ad emphasizes that Brooke Bond Natural Care has five Ayurvedic ingredients which help in immunity building. The focus is to promote the product as herbal care to consumers. Video [Link 5](#)

During Covid-19 pandemic, the tea brand advertised the product with Value-based thinking. The ad shows lockdown and social distancing environment. The male character asks the female character to stay lock in their home for a month because a Covid-19 patient Amit returned from hospital. But the female character urges that ‘Amit has been told to live distantly not alone’ which represents the ethical values of an Indian family. The ad ends with the message ‘We can keep distance and yet be close to someone. Brooke Bond Red Label. The taste of togetherness’. The advertisement also used ‘#SwadApnepanKa’ and ‘#DooriyonMeinApnapan’ to trend on social media. Video [Link 6](#)

Brooke Bond Red Label tea product which used ‘fact-based style’ to advertise the product switched to ‘value-based style’ during Covid-19 pandemic. The brand focused on emotional bonding with its consumers to sell the product.

### **Dettol Liquid**

Dettol antiseptic liquid is a concentrated antiseptic solution that provides protection against germs and acts as a disinfectant. Dettol has its USP of providing protection against bacteria, germs that causes illness which is often seen in its advertisement. The quoted advertisement of the pre covid era has shown a mother son relationship where the son gets hurt while playing and the mother is applying Dettol over it. The son is passionate about games and hence accepts it as a part of playing without complaining about the hurt. The mother is happy to see that her son is growing up with bravery and passion. It also has an expert statement of a doctor stating that Dettol provide complete protection against germs and ends with the tagline “Maa mane Dettol ka dhula”. Video [Link 7](#)

The advertisement during the Covid phase is simply a demonstration of how using Dettol can help you to stay protected against Corona Virus Disease by washing mask and clothes with Dettol antiseptic liquid once you reach home. Dettol has been an essential product in every house Covid hit us and has been proved to be effective. Video [Link 8](#)

### **Dabur Chyawanprash**

Dabur Chyawanprash is an ayurvedic formulation that happens to be clinically tested containing several ingredients that helps us to boost our immunity and fight against various diseases. The video advertisement of this product had Kajol as its lead and is indulged in a conversation with relatives and two children. One of the girl children is naming all the regular medicines for common diseases that she keeps taking when ill and how her mother gets a reply from Kajol that overuse of medicines can lead to side effects as well, instead one must bring Chyawanprash in regular use to boost



the immunity of everyone at home. It also has an expert statement by a doctor stating that Dabur Chyawanprash doubles the immunity if used regularly and hence adding a trust factor towards the product. Video [Link 9](#)

As soon as the Covid pandemic hit us, we have understood the importance of immunity and have started including everything that can help us to stay protected with better immunity. Chyawanprash is one of the things that have observed a hike in terms of sale because of its nutritional value. The recent advertisement is issued in public interest with an expert statement (The same doctor in the previous advertisements of Dabur Chyawanprash) of incorporating healthy habits like washing hands, eating healthy and staying hydrated. Also, he mentions that good immunity is the key to fight against Covid-19 and Dabur Chyawanprash helps us to build that immunity. Video [Link 10](#) Video [Link 11](#)

### **Surf Excel**

Surf excel is one of the oldest detergent brands in India from Hindustan Unilever Limited (HUL). Advertisements of Surf Excel have always focused on the Unique Selling Point of the product i.e. easy stain removal no matter how tough stains are. In the quoted advertisement of the Pre-Covid phase, secularism is being highlighted where a girl child on cycle is happily taking the entire colorful water balloon shots on the occasion of Holi wearing a white T-shirt. Her motive is to save her friend from outside colors so that he can easily go for his religious practice of “Nimaaz”. She is carefree because she knows the stains of her T-shirt can be washed with surf excel detergent. The advertisement has shown a beautiful example of unity and friendship and the tagline remains “Daag ache hain”, this holi let colrs bring us together. Video [Link 12](#)

In the other quoted advertisement during the Covid phase, same occasion of Holi is being shown but with a different approach. A young sibling duo is preparing for Holi celebration and finds out that one of their old aged friends is in home following the Covid protocols and they cannot go close to him and hence they strategically

send colors in gloves and later asks him to apply it on his own following the social distancing. This highlighted the care and love for the old aged people and ended with a tagline, “Jo dilo ko pass laye wo rang acche hain, Daag ache hain” with the stain removal USP of the product. Video [Link 13](#)

### **Colgate Toothpaste**

Colgate is one of the most trusted and oldest Toothpaste brand in India. It deals with oral care products including toothbrushes, toothpastes and mouthwash. In their advertisements, they have always emphasized on the product’s USP i.e. strengthening of teeth.

In the quoted pre Covid advertisement, a young girl in starting her school life confidently where some of her seniors try to bully her by saying “Chhota packet” and she courageously answers them “Aapka naam kya hai, Bara packet?” with a Colgate smile that signifies the value of the product and how brushing your teeth with Colgate regularly do not just give you white and strong teeth but also courage and confidence. It ends with its tagline “Smile karo aur shuru ho jao”. Video [Link 14](#)

The latest advertisement of Colgate is an eye opener that highlights that remarrying at any age should no more be a taboo and people should start accepting it without any thought. It shows an old lady who has witnessed the lockdown has realized that she has been lonely for years and it went unnoticed. She is hesitant about starting a new relationship due to the societal pressure but also wants to start a new life full of hopes. She is stuck between the two and made her family meet her fiancé showing off her engagement ring with her old partner. It leaves everyone awestruck and the family happily accepts her decision. It shows how taking a stand against social stigmas for our happiness becomes necessary at a point. This advertisement also ends with the same tagline “Smile karo aur shuru ho jao” that again highlights the product value. Video [Link 15](#)

## Crocin Tablets

Crocin 650 is a frequently used paracetamol in India. These tablets are used in mild fever and to get relief from pain.

In pre Covid-19 era, these tablets were advertised to be instantly effective to pain in five minutes. The ‘OPTIZORB formulation’ of these tablets provides instant pain relief. Figure 1

*Figure 1: Crocin 650 Ad in pre Covid-19 era*



<https://www.crocin.com/>

During Covid-19 pandemic, the same tablets were advertised as paracetamol which provides relief from post Covid-19 vaccination pain. The ‘OPTIZORB technology’ starts releasing medicine in just five minutes giving fast and effective relief from pain.

The company changed its advertising strategy during Covid-19 pandemic. Though Crocin 650 works as body pain reliever but its presentation was modified with respect to Covid-19. The print ad during pandemic laid emphasis on ‘post Covid-19 vaccination pain’ while before pandemic the print ad emphasized on ‘effective relief from pain’. Figure 2

Figure 2: Crocin 650 Ad in post Covid-19 era



<https://www.advertgallery.com/newspaper/crocin-650-post-covid-19-vaccination-pain-relief-with-opti-zorb-technology-ad/>

## Lizol Disinfectant

Lizol Disinfectant is a surface cleaner commonly used in India for floor cleaning. This surface cleaner claims to disinfect the floors and other surfaces more effectively than phenyl and other detergents.

In pre Covid-19 era, Lizol print ad advertised to 'trust Lizol to make your home surfaces safe to touch' and claimed that it 'kills 99.9% germs as per standard testing protocols'. This disinfectant cleans regular surfaces specially floors to make it germ-free. The brand advertised the surface cleaner to provide 10 times cleaning and germ kill than other disinfectants such as phenyl and detergents. Figure 3

Figure 3: Lizol Disinfectant Ad in pre Covid-19 era





<https://batrasmart.com/product/lizol-disinfectant-surface-floor-cleaner-liquid-citrus-kills-99-9-germs>

During Covid-19 pandemic, Lizol also changed its advertising strategy. The advertisements claimed the disinfectant to be tested and proven that it is 'effective against Covid-19 virus'. One of the ads showed that all varieties of Lizol disinfectant are proven to be effective against corona virus. Another ad claims that 'Lizol kills Corona virus that causes Covid-19'. Figure 4

Lizol shaped its advertisement towards pandemic. Earlier the disinfectant claimed to kill germs, now specifically emphasized on killing corona virus. The motive behind such change during Covid-19 pandemic is to inform consumers about the USP of the disinfectant and to increase sale of the product. Figure 5

*Figure 4: Lizol Disinfectant Ad in post Covid-19 era*



<https://business.facebook.com/pg/Lizol.Ind/community/>

*Figure 5: Lizol Disinfectant Ad in post Covid-19 era*



<https://twitter.com/lizolindia/status/1313774633515008003>

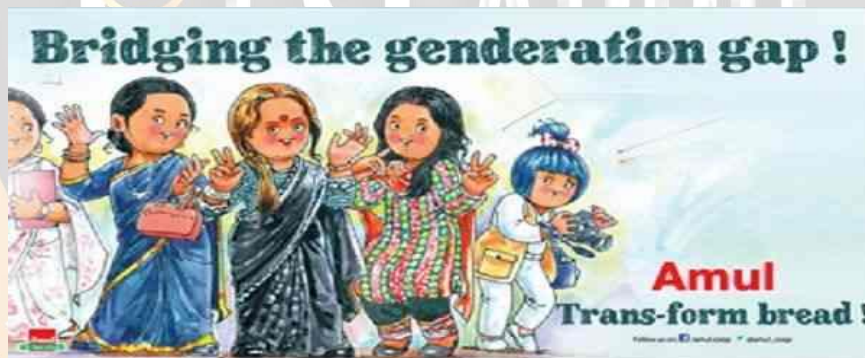
## Amul

Amul is one of the biggest dairy brands in India. The company produces all dairy products such as milk, butter, cheese, ice creams, yoghurt etc. Amul is known for its advertisement especially for giving out message through their ads.

In pre Covid-19 era, Amul being a dairy product focused on health and taste. It advertised its products as healthy and tasty. It is famous for brilliant advertising strategies and content highlighting the current happenings of the country. The quoted advertisement of Amul butter is beautifully showcasing the acceptance of third gender in the society with a tagline “Bridging the gender gap”. Amul always matches up to the latest happening and incorporate the same in their ads.

Figure 6

Figure 6: Amul Ad in pre Covid-19 era

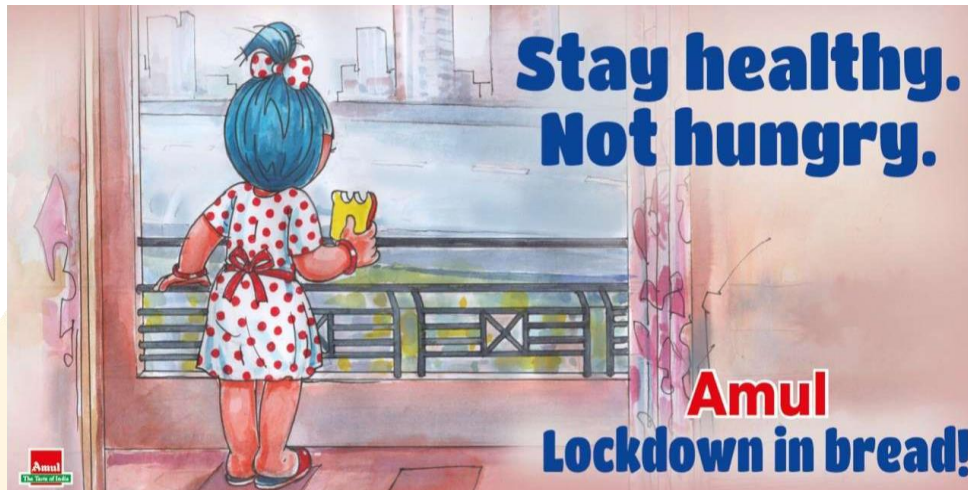


<https://www.advertgallery.com/newspaper/amul-bridging-the-gender-gap-transform-bread-advertisement/>

During Covid-19 pandemic, Amul started advertising relating its product to Covid-19 protocols. The advertisement displayed ‘stay healthy, not hungry. Amul lockdown in bread!’. The strategy Amul used to advertise its products was same as pre Covid-19 era i.e. to use current issues going on in the nation and create an advertisement out of it. During corona pandemic, Amul used ‘lockdown’ as its issue

to advertise its product. The focus was to promote Amul products to be used in lockdown and also to create awareness about the importance of lockdown during pandemic. Figure 7

Figure 7: Amul Ad in pre Covid-19 era



<https://www.dnaindia.com/india/report-amul-s-new-doodle-urges-people-to-stay-healthy-not-hungry-amid-lockdown-2818658>

### Discussion and Conclusion

As it is believed that advertising influences the society as well as mirrors it. This research was based on content analysis of the advertisements of FMCG products in order to find out the difference in the content before Covid and during the Covid phase. With this research it has been observed that there have been a lot of changes in the current advertisements of FMCG products focusing on Corona Virus Disease spread and the pandemic situation of the country. Covid became the main idea of many advertisements as soon as it touched the country proving that whatever happens in the society is seen in the advertisements reflecting the current scenario.

## References

<https://www.isme.in/indian-advertisements-forced-to-reshape-due-to-covid-19-pandemic/>

Rai, R.K., Khajanchi, S., Tiwari, P.K. et al. Impact of social media advertisements on the transmission dynamics of COVID-19 pandemic in India. J. Appl. Math. Comput. 68, 19–44 (2022). <https://doi.org/10.1007/s12190-021-01507-y>

<https://www.moneycontrol.com/news/business/covid-19-impact-india-ad-spend-to-grow-by-23-in-2021-after-falling-21-5-in-2020-6535191.html>

<https://www.hklaw.com/en/insights/publications/2020/04/the-impact-of-covid19-on-your-advertising-and-marketing-campaigns>

<https://blog.euromonitor.com/coronavirus-effect-on-indian-fmcg-industries-and-services/>

Lifebuoy Hand Wash Pre Covid:  
<https://www.youtube.com/watch?v=mhMuZ6DnVq0>

Lifebuoy Hand Wash Post Covid: <https://www.youtube.com/watch?v=az7G-1JiHXM>

Bournvita Health Drink Pre Covid:  
[https://www.youtube.com/watch?v=SQF\\_nAqMgtA](https://www.youtube.com/watch?v=SQF_nAqMgtA)

Bournvita Health Drink Post Covid:  
<https://www.youtube.com/watch?v=7IjMnfFNzwY>

Brooke Bond Red Label Tea Pre Covid:  
[https://www.youtube.com/watch?v=qM\\_Dn-o2jy0](https://www.youtube.com/watch?v=qM_Dn-o2jy0)

Brooke Bond Red Label Tea Post covid:  
[https://www.youtube.com/watch?v=4y\\_k7gkA2wU](https://www.youtube.com/watch?v=4y_k7gkA2wU)



Dettol Liquid Pre Covid: <https://www.youtube.com/watch?v=vaHXtBCjI8g>

Dettol Liquid Post covid: <https://www.youtube.com/watch?v=IvLXZR4TmJg>

Dabur Chyawanprash Pre Covid:  
<https://www.youtube.com/watch?v=7U4CrYcDxQs>

Dabur Chyawanprash Post Covid: <https://youtu.be/frAyQ41cQH8>

Dabur Chyawanprash: Precautions on viral infections by Dr. Parmeshwar Arora |  
Dabur Chyawanprash 2X Immunity - YouTube

Surf Excel Pre Covid: <https://www.youtube.com/watch?v=Zq7mN8oi8ds>

Surf Excel Post Covid: <https://www.youtube.com/watch?v=MocKmftqNI8>

Colgate Toothpaste Pre covid: <https://www.youtube.com/watch?v=L6V7H7CAPP4>

Colgate Toothpaste Post covid: [https://www.youtube.com/watch?v=dG9Hx\\_UpE-8](https://www.youtube.com/watch?v=dG9Hx_UpE-8)

Crocin Figure 1: <https://www.crocin.com/>

Crocin Figure 2: <https://www.advertgallery.com/newspaper/crocin-650-post-covid-19-vaccination-pain-relief-with-opti-zorb-technology-ad/>

Lizol Figure 3: <https://batrasmart.com/product/lizol-disinfectant-surface-floor-cleaner-liquid-citrus-kills-99-9-germs>

Lizol Figure 4: <https://business.facebook.com/pg/Lizol.Ind/community/>

Lizol Figure 5: <https://twitter.com/lizolindia/status/1313774633515008003>

Amul Figure 6: <https://www.advertgallery.com/newspaper/amul-bridging-the-generation-gap-transform-bread-advertisement/>

Amul Figure 7: <https://www.dnaindia.com/india/report-amul-s-new-doodle-urges-people-to-stay-healthy-not-hungry-amid-lockdown-2818658>

# THE RESEARCH DIALOGUE

An Online Quarterly Multi-Disciplinary  
Peer-Reviewed / Refereed Research Journal

ISSN: 2583-438X

Volume-2, Issue-2, July-2023

[www.theresearchdialogue.com](http://www.theresearchdialogue.com)

Certificate Number July-2023/25



## Certificate Of Publication

*This Certificate is proudly presented to*

**Aishwarya Chaturvedi & Rohit Upadhyay**

*for publication of research paper title*

**Impact Of Covid-19 Pandemic on Advertisements  
of FMCG Products: A Critical Analysis**

Published in 'The Research Dialogue' Peer-Reviewed / Refereed Research Journal and

E-ISSN: 2583-438X, Volume-02, Issue-02, Month July, Year-2023.

Dr. Neeraj Yadav  
Executive Chief Editor

Dr. Lohans Kumar Kalyani  
Editor-in-chief

**Note:** This E-Certificate is valid with published paper and the paper  
must be available online at [www.theresearchdialogue.com](http://www.theresearchdialogue.com)