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# The NEW Five W's of Advertising!

We are well aware of the age old concept of five W's of communication namely: What, Why, When, Whom (to) and (by) Which medium. But along with the changing times, this concept also has witnessed several transformations. The decent times of following the methodologies and plan of action have been simply replaced by the ideology of 'What works is Right'.

In such times of severe practicality, let's see what has become, of the five W's in the advertising industry...

## First W: Whatever it Takes



The ethics and principles of advertising seem to have completely vanished off the world. The extent to which advertisers can go to get their advertisements seen and the brand promoted seems to be senselessly limitless. Markets are filled with innumerable advertisements that are not only away from reality, but sometimes even beyond the planet earth itself. This has indeed unveiled the best as well as the worst sorts of methods of advertising and hence the advertisements.

## Second W: Why not?

The advertisers have indeed become too optimistic to ask a pessimistic question like 'why' to any of their ideas or efforts. Surprisingly, under the license of creative freedom, they also manage to get away with all sorts of ideas. Although the advertisements seem funny, witty and creative for a while, they disturb some of the most subconscious fundamentals of individuals, finally resulting into a whole society of 'take it easy' attitude.



### Third W: Whichever Way



The promotional methods and media are over-flooded with advertisements. This has indeed made media selection a hell of a job. A semi-Tamil song 'kolaveri di' could cross the record-breaking 20 million views, in a world where lot of people don't even know that Tamil is a language spoken in Tamilnadu-India. In such a scenario of volatile consumer preferences, it hardly matters what you plan for your media specific budgeting. Today, it's almost like: Try everything & focus on whichever responds.

### Fourth W: Where's the Green?

This is definitely not about going green for saving the earth; it is rather about the green which can save you. Unfortunately, there is a big difference between 'Good Advertising agencies' and 'Big Advertising agencies'. This difference is merely because of the funds that the agency generates and pays to its employees. No doubt, many good advertising agencies turn up to be the big ones. But not all are that lucky. Many a times, really good advertising agencies are busy struggling with meagre survival resources. This makes a heavy wallet is more important than a creative mind, until the creativity can start making the wallet heavy.



### Fifth W: Who's Next?



Many agencies of advertising fraternity work for almost anyone that comes in the way. This policy might work well initially, but has serious consequences on a long run (if at all the agencies manage to make it). The worst part of it is that the 'temporary fund satisfying projects', often become a permanent organisational ideology. This has severe ill effects on the employee psyche towards the agency. So be careful while choosing your clients, because whatever you do today; determines the future.