



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

“IMPACT OF BTL ACTIVITY ON BRAND AWARENESS ”

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ABSTRACT

In this paper the performance evaluation of **BYJU's** is carried out through BTL marketing analysis, The source of data is Personal experience of internship at **BYJUS** and internet. The study period is 1st January 2019 to 31st December, 2020. The results of performance measures suggest that most of the mutual funds have given positive return during.

Key Words: - **BTL marketing impact , BYJUS, Above the line , below the line , marketing**

1. INTRODUCTION

There are two ways in which marketers conduct promotional activities. They either advertise the product for the market as a whole or they create a focused communication for a specific customer group. Today, these marketing strategies fall into two distinct categories – Above the Line (ATL) and Below the Line (BTL) activities.

With consumption trends shifting constantly, marketers needed to find ways to address these changing demands. Through the Line (TTL) marketing activities help marketers use an integrated approach to advertise products to both mass and focused markets simultaneously.

Above the Line (ATL) advertising

ATL strategies focus at directing the communication towards the mass market. All promotional messages are untargeted, meaning they do not focus on a specific target group. The idea behind this is to inform customers about the availability of the product. Marketers seek to encourage customers to visit stores and actively seek the product. These strategies help companies reach a larger audience and create brand visibility.

Implementing ATL activities:

- Television: Advertising campaigns directed at the regional or national level
- Print media: Promotional messages in newspapers, online articles, and advertisements
- Radio: Pan-country or pan-city radio broadcasts

Below the Line (BTL) advertising

BTL activities are more focused and they are directed towards specific groups of customers. They are highly targeted, with advertisements being created keeping in mind the demographic and psychographic characteristics of particular customer segments. The communication is highly personalized and the objective is to gain conversions.

The major advantage of BTL advertising is that the results of the campaign can be easily tracked. ROI is also higher here. Additionally, campaigns can be tailored for different subsets of consumers within a single segment.

Implementing BTL activities:

- Outdoor advertisements: Billboards, fliers, banners, sandwich boards, and so on
- Direct marketing: SMS, emails, social media posts, pamphlets
- Sponsorship: Events, competition
- Public Relations: Press conferences, viral marketing
- In-store promotion: Visual merchandising, retailer pop-ups, sampling, sales promotions

Through the Line (TTL) advertising

TTL advertising involves an integrated approach where both ATL and BTL strategies are combined. The objective here is to get a holistic view of the market and communicate with customers in every way possible. Considering that both ATL and BTL activities are used here, all TTL strategies lead to better brand visibility and brand recall.

The major challenge of TTL activities is the cost associated with implementing various promotional campaigns. It is usually only established or financially secure companies that can implement TTL activities successfully.

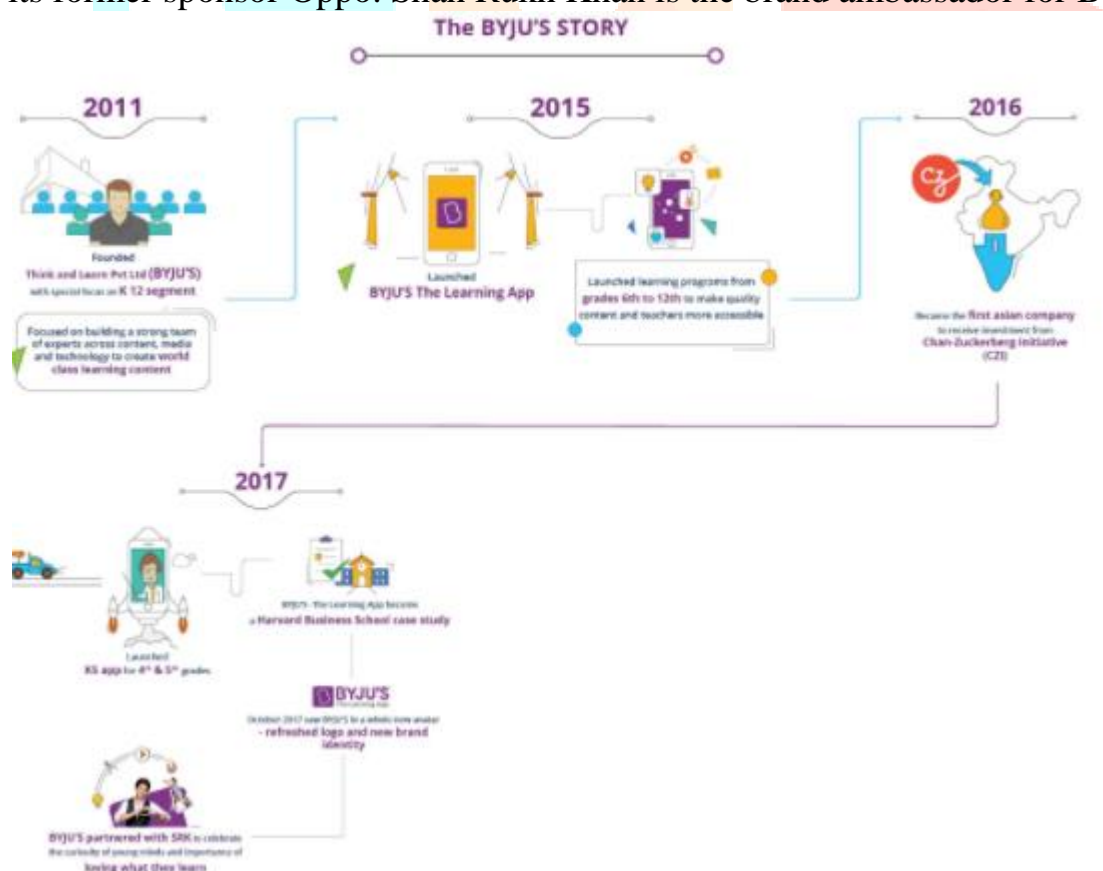
Implementing TTL activities:

- 360-degree marketing: Using both ATL and BTL activities – for example, a television advertisement supplemented with pamphlets of the product attached to newspapers.
- Digital marketing: Online banners and buttons, social media posts, blog articles.

1.1 About the company

BYJU'S - The Learning App is the common brand name for Think and Learn Private Ltd., an Indian educational technology (edtech) and online tutoring firm founded in 2011 by Byju Raveendran at Bangalore. In March 2019, it was the world's most valued edtech company with a valuation of \$5.4 billion (Rs 38500 crore). Byju's claimed on 27 May 2020 that they had gained Rs. 2,800cr revenue in FY20.

In July 2019, BYJU's won the sponsorship rights for the Indian cricket team jersey, replacing its former sponsor Oppo. Shah Rukh Khan is the brand ambassador for BYJU'S.



Think and Learn Private Ltd.



Type	Private
Industry	Edtech, distance education, m-learning
Founded	2011; 9 years ago ^[1]
Founder	Byju Raveendran
Headquarters	Bangalore, Karnataka ^[1] , India
Area served	Multinational
Products	BYJU'S - The Learning App
Revenue	▲ ₹5,200 million (equivalent to ₹5.6 billion, US\$78 million or €72 million in 2019) (2018) ^[2]
Total equity	\$5.9 billion (2019) ^[3]
Number of employees	9000 (2020) ^[4]
Subsidiaries	TutorVista, Osmo, WhiteHat Jr.
Website	byjus.com

1.2 Overview of E learning in Global Market

E-Learning Market size surpassed USD 200 billion in 2019 and is anticipated to grow at over 8% CAGR between 2020 and 2026. The advent of several new technologies, such as cloud computing and AI coupled with increasing internet penetration across the globe will drive the market growth. Rapid cloud adoption provides flexibility in content storage, sharing, and access to both learners.

E-learning is the process of acquiring knowledge through electronic technologies and resources. A rise in the number of internet users has increased the market demand for sophisticated online learning courses. According to the Office for National Statistics, nearly all adults in the age group of 16 to 44 years in the UK were recent internet users (99%) in 2019. The availability of enhanced network connectivity coupled with the convenience offered by on-demand courses will drive the market size.

E-Learning Market Report Coverage

Report Coverage	Details		
Base Year:	2019	Market Size in 2019:	USD 200 Billion
Historical Data for:	2015 to 2018	Forecast Period:	2020 to 2026
Forecast Period 2020 to 2026 CAGR:	8%	2026 Value Projection:	USD 375 Billion
Pages:	270	Tables, Charts & Figures:	399
Geographies covered (21):	U.S., Canada, UK, Germany, France, Italy, Spain, Russia, China, India, Japan, Australia, South Korea, Singapore, Brazil, Mexico, Argentina, Chile, Colombia, GCC, South Africa		
Segments covered:	Technology, Provider, Application, and Region		
Companies covered (20):	Adobe Systems Inc., Allen Interactions Inc., Apollo Education Group, Aptara, Inc., Articulate Global, Inc., CERTPOINT Systems Inc., Cisco Systems, Inc., Citrix Education Inc., City & Guilds Group, Cornerstone OnDemand, Inc., D2L Corporation, Intuition Publishing, Kallidus Ltd., Learning Pool, Meridian Knowledge Solutions, Microsoft Corporation, Oracle Corporation, Saba Software, SAP SE, Skillsoft		

1.3 Overview of E learning Sector in Indian Market

The formal education in India still running with the traditional way of learning or the brick-and-mortar classes. Students have to go to schools and colleges to get their education. While the standard system is the commonly accepted model of many education over the world, the education profession is starting up to online education or e-learning as it is also referred otherwise.

Online learning is Big in India

According to the current report, the Indian e-learning market size was USD247 million, contain 1.6 million learners in 2016. It is expected to have an 8X growth to reach USD1.96 billion and the recent user base will increase at 44 percent CAGR to 9.6 million learners by 2021.

In fact, India's e-learning market is the second largest after the US, which is predicted to grow by 15.64 percent and increased \$48 billion by 2020.

1.4 Products and Services offered by BYJU'S

BYJU'S runs on a freemium model.[10] Free access to content is limited to 15 days after the registration.

Their main product is a mobile app named BYJU'S-The Learning App launched in August 2015. It offers educational content mainly to school students from class 1 to 12 (primary to higher secondary level education). The company also trains students for examinations in India such as IIT-JEE, NEET, CAT, IAS as well as for international examinations such as GRE and GMAT.

The main subjects are mathematics and science, and concepts are explained with 12-20 minute digital animation videos. BYJU'S reports to have 40 million users overall, 3 million annual paid subscribers and an annual retention rate of about 85%.

In 2019, the company announced that it would launch its app in regional Indian languages. It also planned to launch an international version of the app for English-speaking students in other countries. Recently, Byju's launched new programs in its Early Learn App for students of LKG and UKG as well

1.5 Background of the study

In the last six months, a new sales model has been brewing at Byju's—a direct, feet-onstreet approach with executives going home to home in small cities to sell the education-technology company's product.

This is, in a way, inconsistent with what you would expect from an internet company, which tend to leverage customer data and digital platforms to achieve sales targets.

“Instead of doing mentoring (pitching to customers) over a call, (The sales representatives) will do it in by directly visiting at the home of student in presence of their parents.

The freemium model is basically a 15 day free trial where it grab the attention of the student because of high quality graphics and animation which makes learning so easy and interactive.

Mostly these activities were running in malls, socities, schools and PVR's / INOX.\

1.6 Other companies in the same segment.

There are so many competitors of the Byju's in India such as Extramark, Toppr, Meritnation, Vedantu, Embibe, Topper Learning, Khan Academy. Out of which there is one company that stands out, which has richer, more robust and better content

2 Primary Study

Literature review

This research encompasses an analytical study of "Below the line advertising activities and how it helps to increase the sales of BYJU'S.

The idea is to determine as to what factors that are helpful in the growth of BTL advertising activities and why it has become so effective in the current advertising scenario and how it helps to generate sales of a product.

BTL techniques are very helpful in creating and ensuring the awareness and recall of the brand, it also highlights the product features to customers. BTL is a technique that implements for "touching and feeling" of a products (consumer items where the customer collects the information on immediate effects rather than previously researched items). BTL techniques are used to build a strong perception of a product in the minds of the consumers.

The consumers respond towards marketing communications by empowering them through certain channels. There are many ways that companies are acquiring of BTL promotional activities such as giving those coupons, trade discounts, sponsorships, exhibitions, price offer etc

Short-term benefits by BYJU's, largely given to consumers are called "Below the line sales promotions". The marketing team has find out efficient ways to capture the target markets as the pressure built on them to achieve their objectives with the increasing trend in the market. That has then moved them from regular media based advertising. Some of the variables of sales promotions are.

- Price Promotion
- Samples
- Gift offers
- Coupons
- Prizes
- Fair Exhibition
- Price Packs

Zaibunnisa Siddiqi in JNU [2014]

- The research was conducted to understand the importance of marketing practices which had impact on customer brand awareness that leads to enhance the brand equity of a brand in BTL
- “The study surveyed two dimensions namely brand awareness, and BTL marketing practices. Only two factors of BTL which are “word of mouth” and “availability” created highest brand awareness of tetra pack milk.
- Attractive gift offers given to consumers. Free trials activities of tetra pack milk should be done in every area. The attractive discounts given to consumers to enhance their point of sales areas.

Objective of the study

To study the BTL (Below The Line Activity) of various hyper stores and suggest best BTL mix for Spencer's hyper.

To study BTL activity done at various Mega stores .

To study effectiveness of IN-STORE communication with Owner / Manager of store.

To know consumer loyalty towards BYJU's.

To study buying pattern of consumer.

Which competitor is doing what kind of advertisement and how much benefit he is getting from the same?

Which is the best media which knocks on to the consumer mind?

Which media and advertisement plan remain attached to the consumer while making the decision to buy?

While going through the advertisement what they look for? Product/Offer/Value etc.

In the era of digital marketing how successful can it be for Spencer's?

Problem statement

- Promotional activities are broadly classified under ATL and BTL. Due to the inherent difference in their nature, they work differently and outshine one another depending on the industry and the target audience they are directed towards.
- Here lies the problem, what type of promotional activity one should use. Whether one should go with **ATL or BTL? Which one has greater effectiveness, ATL or BTL ?**

HYPOTHESIS

Null Hypothesis

H0 : “There is no significant difference between ATL and BTL activities”.

So, an alternative hypothesis would be,

H1 : “There is significant difference between ATL and BTL activities”.

3.RESEARCH METHODOLOGY

Research is an original addition to the available knowledge, which contributes to its further advancement. It is an attempt to pursue truth through the methods of study, observation, comparison and experiment. In sum, research is the search for knowledge, using objective and systematic methods to find solution to a problem

Research methodology has many dimensions and research methods do constitute a part of research methodology. Why research study has been undertaken, how the research problem has been identified, in what way & why the hypothesis has been formulated, what data has been collected and what particular method has been adopted, why particular method of analyzing the data has been used and the host of similar other questions are usually answered when we talk of research methodology concerning a research problem or study.

Primary source of data :

1. Personal experience at the internship
2. Research more facts from different sources

Data Collection Method :

To Perform BTL activities at the crowded places or store such as MALLS, Showroom, Clothing store, Kids gift store, PVR , INOX .

Mostly based on the reviews on google the primary data was collected then one intern use to visit the premises talk with the manager or owner and pitch them to utilize their property on rent basis , so both parties will earn.

Sampling Method :

Byju's always ask for a nominal time contract based on footfall , and footfall of the people is something which is a mass population , but that data we get from the premises owner .

For the research the data was collected from both the sources.

Primary Data:

- Data is made available through questionnaires and personal experiences during internship.

Secondary Data:

- Data were collected from various articles, and Internet.
- Questionnaires were prepared for customers to know the customer satisfaction.

4. CONCLUSION

- **Extremely Targeted:** Conversions are better when the communication is done according to the customer wants. Since BTL marketing strategies are extremely targeted, results are better in terms of conversions.
- **Better ROI:** Below the line promotional efforts are focused on the specific target group, have a better reach, can be easily executed, tracked, and controlled.

Hence BTL strategies provide a better ROI and MROI in terms of conversion.

- **Easy Control:** The return from these activities can be easily tracked and monitored and steps can be taken to improve ROI.
- **Tailor-Made:** Below the line advertising strategies are designed according to the needs of a specific target group and hence can be moulded differently for different customer groups.

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