

What Is Surrogate Advertising?

A surrogate advertising refers to a form of advertisement that duplicates the brand image of one product to promote another product of the same brand

The word surrogate means a 'substitute'. Usually, brands use surrogate advertising to promote a banned product under the veil of a substitute good.

Surrogate goods could either resemble a similar commodity or an entirely different product. Meaning, companies advertise their products and services by disguising them for some other product under the same brand name.

A popular instance of this can be a liquor product advertised as either a soda drink or an entirely unrelated product like music CDs within the same brand name.

How Did Surrogate Advertising Originate?

Surrogate advertising's origin can be traced back to Britain, where domestic violence became a prevalent trend as more men started drinking.

Women, in turn, took to the streets and started protesting against the open-marketing of liquor-based products.

This event eventually led companies to adopt the strategy of surrogate marketing to sell goods in disguise of some other related products.

Products that are marketed using surrogate advertising today include: alcohol, cigarettes, tobacco, narcotics, infant milk substitution, and other intoxicants.

Surrogate ad in detail

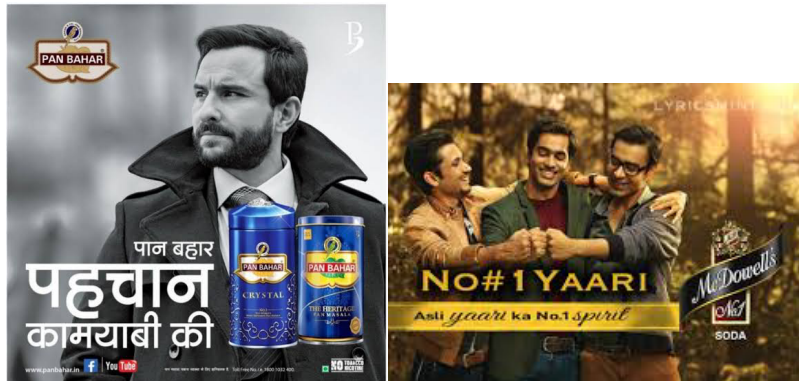
1. Duplicating brand image of one product extensively, in order to promote, another product of the same company. Use of well established brand, except the original product, to encompass that product. It is done by complementary products such as Soda, bottled drinking water, fruit juice etc. Other commonly advertised includes – Music CDs , apparel and accessories and sports good of the same brand

2. In India it is legal to manufacture liquor and sell them freely. But it is illegal to advertise them through the public media. The sponsoring of sports/cultural/leisure events and activities. Surrogate advertisements are misleading, false and dishonest in many cases. Also used when companies want to cultivate an image of social responsibility. Eg. Advertisement of sweet treats during children's cartoons, Pharmaceutical products.

3. Advertising creates social trends, dictating how people think and act. Advertising Standards Council of India. Products advertising for liquor, cigarette is banned in the country since 1995. Alcohol advertisement promotes underage drinking.

4. The major players who use surrogate advertising as their strategically promotion elements:
WILLS MANIKCHAND BACARDI KINGFISHER ARISTROCRAT SMIRNOFF SEAGRAMS

5. Kingfisher promote their liquors, beers and whiskies, which constitutes the major part of revenues of the UB group. 1.It is neither promoted by the Central nor by the State government. 2.The advertising of these products are banned on the television.



Examples Of Surrogate Advertising

Many brands have been using products to duplicate their brand image. Therefore, given below is a list of 3 popular industry example that use surrogate advertising as a means to market their goods:

Surrogate Advertising In Liquor Industry

Today, the liquor industry intentionally blurs the line between products by advertising 'old wine' in a 'new bottle.' In other words, companies sell alcohol-based drinks under the veil of soda, fruit juice, & cocktail mixers.

A prevalent example of this is Imperial Blue's series of advertisements on music CDs to promote their whisky brand in India where it is banned to advertise an alcohol product.

Big brands like bagpiper soda, cassettes & CDs; royal challenge; kingfisher fall under this category.

Surrogate Advertising In Tobacco Industry

In recent years, many brands are softly targeting consumers by selling them tobacco-based goods under the disguise of pan masala and hookah substitutes.

For instance, the renowned actor who played James Bond's character, Pierce Brosnan, endorsed Pan Bahar, a pan masala brand, by becoming its brand ambassador.

Big brands like Manikchand group, Dharampal Satyapal limited, and Kothari products limited fall under this category.