



EFFECT OF HEALTHCARE BRAND ADVERTISING: A STUDY ON MILLENNIUM

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ABSTRACT:

It is important to distinguish between health and health care because the latter is commonly believed to be a direct result of the former. It is clear that being healthy involves more than merely being free of illness. A healthy person or group is free from disease and capable of realizing their full potential. Therefore, the best way to view health is as the fundamental basis for defining one's sense of well-being. The pandemic prompted healthcare to transition from the physical to the digital and virtual world, therefore healthcare advertising has grown more consumer-centric in its strategy, interaction, and appeal to the millennium. Advertising, to be precise, is much sought after, yet much maligned tool. Healthcare Brand advertising is about the combination of physical and psychological benefits is the image of the product or brand which differentiates it from the competitive products. The special niche that image has craved for itself the perception of the consumers is its position. Healthcare positioning of a product is, in fact, the image of the product: projected in the perception of the consumers in relation to other products sold by the company and in relation to other competitive products in the market also. Rather a convincing brand proposition strengthens the brand name. This study will focus on Effect of Healthcare Brand Advertising: A Study on Millennium.

Keywords: Health, Health Care Advertising, Positioning, Millennium.

INTRODUCTION:

Millennials have more access to knowledge than any other generation since they were raised with the internet. Erin Burns Freeman, vice president of Ackermann Marketing & PR, claims that Millennials prefer to use Google to do a self-diagnosis of their medical needs. Advertising is the 'communication arm' to achieve marketing objective for promotion of company's product or service. By virtue of its persuasive qualities and its attempts to inform and motivate, no doubt, is in position to create definite impact on the consumers in particular and society in general. Advertising's goal is to sway consumers' opinions in a way

that leads to a purchase, yet it is uncommon for a single campaign to have the ability to spur a prospect from total inaction to action. The healthcare industry is flourishing. The main objective of healthcare advertising is raising awareness. A successful healthcare campaign should engage the target audience's emotions and leave a lasting impression. Following in their footsteps, Indian businesses are developing healthcare ads that not only raise awareness but also have a significant impact. There are now more potential and risks for the Indian healthcare industry as a result of technological advancements, rising consumer demand, and an increase in the number of healthcare providers. Healthcare providers must compete to survive, and they have done so by doing what they do best while adhering to market demand constraints rather than by providing everything is available.

Healthcare advertising in India is expected to soar. The healthcare sector is not exempt from the risks and opportunities that are mostly brought on by technical advancements and the three C's: competition, consolidation, and consumerism. It is pretty obvious that people are more health conscious than ever nowadays, and as a result, the marketing strategies used by companies that promote healthcare services have changed through time. Consumer behavior has changed as a result of changing lifestyles, working hours, and eating habits. This has resulted in an increase in common diseases like hypertension, diabetes, high cholesterol, etc. One of the main difficulties in the healthcare industry is information asymmetry. Patients lack access to crucial information that could aid them in choosing the best doctor for their requirements. Tech-savvy, fickle consumers, and hardy individualists are stereotypes associated with the millennial generation. They're a vital demographic for many healthcare businesses because they make up a sizable section of the population and have significant spending power. Millennials have higher expectations for marketing. They find little attraction in tactics that appeal to older generations. Smart marketers will focus on what makes millennials special and modify their strategy accordingly. Healthcare advertising is essential for bringing new, developing, and yearly health concerns to the public's attention.

Reminding followers of common-sense health practices is a straightforward way to raise awareness of health issues. It might even be as difficult as organizing seasonal campaigns.

Objectives

- (i) To find out how healthcare advertising engages millennium's emotions and leave a lasting impression.
- (ii) To study the objectives of healthcare advertising in raising awareness.

Methodology

To study the Effect of Healthcare Brand Advertising: A Study on Millennium qualitative research method is employed. This paper uses some of the most well-known case studies ever done on health care, covering many aspects of case study research.

Millennium's loyalty to healthcare

The typical millennial uses their smartphone for three hours or more each day. A responsive website that looks fantastic on a computer, mobile phone, or tablet is therefore crucial for healthcare marketers to have. In order to guarantee good health outcomes, health perceptions are crucial. The ability to keep a solid base

of loyal consumers is the secret to success for every business, and the healthcare industry is no exception. The core of services marketing is thus outstanding service, and healthcare service marketers must work hard to meet every customer requirement in the belief that doing so will increase customer satisfaction, which in turn will increase profitability. The ability of a healthcare organization to adapt to evolving technology and use it to better serve its patients depends on the effectiveness, efficiency, and adaptability of its healthcare procedures, which will result in a loyal clientele for the business. Patients' loyalty to healthcare institutions is influenced by a variety of elements, including psychological, personality, and communication-related traits as well as the treatment procedures those organizations use. Therefore, a key factor in gauging an organization's performance in delivering healthcare services that will persuade customers to stick with a certain healthcare organization is how loyal the patients are to that organization.

The millennial generation is the most connected in human history. Millennials claim that user-generated content affects their purchasing decisions. Considering factors like personality factors, communication factors, factors related to compassion and empathy, the treatment provided by the doctors, patient characteristics, and other general characteristics, doctors' statements about the factors affecting patient loyalty are categorized based on how similar they are. Healthcare is no exception to the rule when it comes to how successful a company can be in maintaining a solid foundation of devoted clients. Therefore, providing exceptional customer service is the cornerstone of services marketing, and healthcare services marketers must work hard to meet every requirement of their clients in the hopes of increasing client satisfaction, which in turn will increase clients' profitability. Since the doctor must have marketing expertise to compete with other service providers in the same market, the doctor might be viewed as an entrepreneur. Understanding millennials' particular views and expectations is the first step in developing brand loyalty with them. A new beginning in rethinking is the greatest strategy because millennials have expectations and demands that previous generations do not share. Making their commercials and advertising campaigns memorable would help marketers and advertisers' market and sell their products to millennials and create a lasting impression on them.

Healthcare Advertising: Case Studies

Campaign: 'More to Healthcare'

Leading healthcare company Max Healthcare recently created a sentimental campaign to honor the unsung healthcare heroes. The "More to Healthcare" campaign has been introduced through a series of short videos that have been posted on Facebook, Twitter, Instagram, and YouTube. The carefully chosen videos provide viewers a glimpse into the diligent effort put in by ward boys, OT technicians, ICU nurses, emergency response teams, and even front office executives.

Campaign: #BaatTohKaro campaign

To encourage people to communicate about health conditions that are frequently stigmatized by society, DocsApp, India's most popular online doctor consultation platform, launched the digital-first campaign #BaatTohKaro. In a series of videos for the campaign, performers Aisha Ahmed and Anupriya Goenka portray the feelings people experience as they battle with physical and mental health conditions like

melancholy and pregnancy. The campaign's overall goal is to eliminate social taboos and provide a secure environment where people may openly share their difficulties.

Campaign: 'Grow Right'

Abbott India, a healthcare research company, created the "Grow Right" project to draw attention to parents' worries about their children's development. The company formed a guild of experts and teamed with parenting content site Momspresso to develop the Grow Right Charter, a detailed set of rules. The 'Grow Right' campaign attracted a lot of attention because of its distinctive strategy for tackling frequent but ignored problems experienced by Indian parents.

Campaign: 'Live after you Leave'

For the purpose of encouraging organ donation in India, Fortis Healthcare produced a provocative video campaign. The commercial depicts a young couple celebrating Eid with their family, giving the impression that a son is finally getting to meet his mother. The man in question, however, is an organ receiver. The kid who chose to donate his organs left his parents with many happy memories of their time together. The advertisement emphasizes the need of organ donation by leaving a bitter-sweet sensation in one's mouth.

Health awareness advertising can motivate, enlighten, and educate the public about a variety of health conditions. These campaigns employ a variety of creative and engaging strategies to educate the population about certain issues and inspire them to take action to improve their own and other people's health. "Healthcare brands must participate in the healthcare discourse and exhibit thought leadership to guarantee that the information is accurate from a medical standpoint. To consistently engage with the new-age consumer, this step is essential, according to Mohan Menon, VP-Head of Marketing & Digital at Max Healthcare.

Findings

In India, one of the most favored and popular product categories is healthcare. Tech-savvy, fickle consumers, and hardy individualists are stereotypes associated with the millennial generation. They're a vital demographic for many healthcare businesses because they make up a sizable section of the population and have significant spending power. Given the huge demand for the product category of healthcare, popular healthcare advertising campaigns are regularly developed in India. In the Indian market, a number of well-known domestic and foreign healthcare brands are vying for market share. Since there is always a need for healthcare, this particular product area is always in demand. As a result, there is no one ideal moment to promote in the Indian healthcare industry. Marketing tactics for healthcare in India rely on cutting-edge and unconventional marketing techniques. Healthcare India advertising seeks to produce eye-catching advertising experiences that draw attention with their inventiveness and unpredictable nature. Healthcare marketing frequently entails bringing advertisements to the attention of unassuming viewers. People typically view healthcare advertisements as being more natural, real, and pertinent. Additionally, these ads are frequently less expensive. Marketers may find it difficult to evaluate a campaign's success or failure in terms of numbers. Healthcare marketing in India is more adaptable, unreliable, and personal. Millennials are twice as likely to conduct an online search to hunt for care than Baby Boomers (aged 55+), as was covered

in our 2021 Healthcare Reputation Report. It's not surprising that brand loyalty has developed into a real phenomenon among millennials as more and more firms try to entice young people to their brands with promises of prestige, acceptance, and belonging. In conclusion, commercials have a big influence on India's youth.

Health advertising make it simple for medical professionals to communicate vital information about patient requirements and hazards, recommended course of treatment, and new services. Health campaigns provide patients the power to better understand how to maintain and enhance their health. They are designed so that the relevant information is delivered to patients at the right time, enabling them to take action and more readily digest healthcare information.

Conclusion

The healthcare sector as a whole is evolving quickly. What was formerly a volume-based industry centered on the doctor has now changed to be quality- and patient-focused. Healthcare advertising is the practice of using communications and calculated outreach to draw in new patients. It is utilized to keep millennials involved in the healthcare system while guiding them through their own healthcare journey. Information on healthcare is the main emphasis of the healthcare industry. It draws on data from various disciplines and concentrates on applying conventional marketing techniques alongside health promotion.

In India, millennials are more concerned about their health than earlier generations were, and they place a high priority on preventive care. In their marketing materials, healthcare providers should place an emphasis on preventive care and provide services like health screenings, wellness initiatives, and lifestyle counseling. Millennials are tech-savvy and constantly searching for ways to make their lives easier. Having a great online presence is crucial since millennials utilize the internet to research healthcare providers and services.

Scope of Further Research

In the past ten years, healthcare advertising has changed from being reserved to an excessive, never-ending stream of communication in which every ailment is marketed as being important and significant, requiring specialists and testing. World heart day, World Diabetes Day, and other events receive extensive attention. Mother's Day is another occasion where hospital brands promote special women's health deals. Post-operative care, emergency care, digital platforms for everything, wellness brands—healthcare services exist in all kinds and sizes today, but what is lacking is an integrated approach to the client.

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