

Contextual Practices
Research Practices

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Question: How does the use of slogans in advertising Campaigns help to represent the ethos of a company with the focus on the charitable work of Tata Group?

Context:

In this essay, I am going to discuss only a small minority of the charitable work and donations that Tata Group (The Mother company of Tata Steel) have accomplished throughout the years, and how it goes unnoticed across Europe. Tata Trust has served as the custodian of public good, calibrating its mission to address the world's most urgent needs which includes; Education, Environment, Empowerment and Health. Aspects such as the little advertisement that is already publicised and the many 'ghost stories' that go unseen by the public will be looked at in depth. In addition to this, I will further analyse one of the biggest institutions that Tata created 150 years ago, which is the Tata Memorial Centre. The centre is seen as the "quantum leap" in the medical history of India which has impacted thousands of Indian residents. Tata's core aim was to create a beacon of hope for the hopeless, yet nobody seems to know how much this company has invested (time and money) in benefiting the health care system.

First Keyword: Advertising within TATA Steel:

Tata Steel has based its core aim in supporting the urgent needs for India. Although not publicised and recognised enough from the public, the company dedicates its resources in making a positive social impact within the country. As stated by the founder of Tata Steel "In a free enterprise, the community is not just another stakeholder in business, but is in fact the very purpose of its existence" (Jamsetji Tata, 1899). From the global perspective, in the years of 2017-2018, Tata Steels' act of kindness and partnerships have resulted in contributing over \$250 million towards 33 countries around the world, gaining a substantial impact on the social economy (Tata Steel, 2019). However, this hasn't been emphasised enough through the form of advertising.

Tata Steel has a rich history of advertising. This initially began in 1925 when Gandhi states that “In South Africa when I was struggling along with the Indians in the attempt to retain our self-respect and to vindicate our status it was Sir Ratan Tata who first came forward with assistance” (Mahatma Gandhi, 1925). This visit became iconic for the Tata family as it was then initiated to promote material and lead to further advertisements, which in turn, helped the company navigate political hurdles.

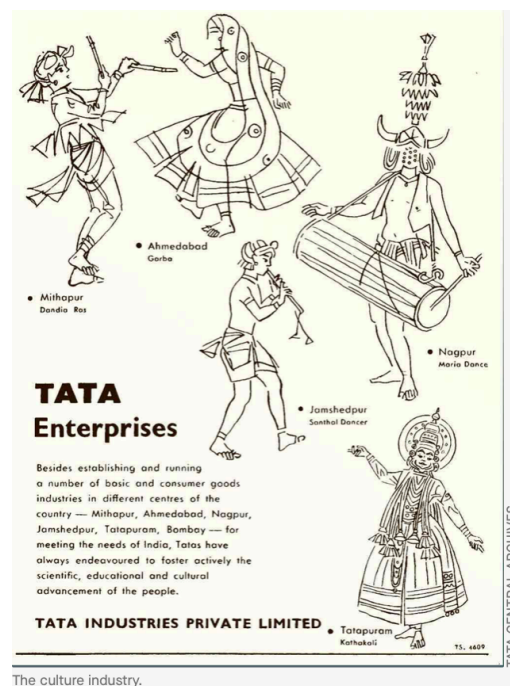


Figure 1: This image focuses on the advertisement of the principles of Tata Enterprises. (Ghandi Heritage Portal, 2016).

In the Indian Opinion (1909), it was advertised that Gandhiji had made it publicly aware of Tata's generosity and stated, "That India has been roused is evident from the generous gifts of Mr Ratanji Jamsetji Tata. By his big donation of Rs. 25,000 he has given a powerful impetus to our movement. He will probably be followed by other Indians." The ambitious joining of the two enormous personalities (Gandhi and Sir Ratan), has not only transformed India into the world's largest working democracy and a truly daunting nation to look upon, but has formed a huge circle of proud Indian residents in India's history which were fashioned to such an unspeakable capacity on the sacred soil of South Africa. This

was only the beginning for the Tata Company as the recognition only developed since then.

During 1938, Jehangir Tata took charge as the chairman in Tata Group, and during administration within the company, it had published several advertisements asserting its contribution to the country (Deborah D'Souza, 2018). This became particularly notified in 1977 when George Fernandes (industry minister at that time) nationalised Tata steel and in response, the company ran a campaign that detailed its philanthropic doings and included the iconic slogan, “we also make steel.” This branding is one of, if not the most famous branding in India as it demonstrates that the company was fully invested in the country. The campaign was created in the early 90s and was made by J.Walter Thompson and is, to this day known as one of the most memorable advertising campaigns within India. Since then, it has now further developed to “We also make Tomorrow.” This advertisement was used to promote that the company in fact does much more than make steel; Tata want to broadcast it intent to create solutions which positively impact Indian society.



Figure 2: (Tata Steel, 2019)

Tata's advertisements emphasises the fact that they attempt to drive towards a future that is more humane and a lot more liveable, globally. This could be seen as a deliberate attempt to make this campaign international, and to go beyond India. However, majority of individuals are in the dark about this as it isn't communicated through advertising across Europe enough.

This entire ordeal exaggerated the importance of slogans within campaigns, because when a slogan really works it makes it memorable to the audience which in turn benefits the company. In the book, 'Powerlines' by Steve Cone (2008), he speaks about how "Companies, candidates, countries, and cultures can rise or fall on powerful lines, mottos and sayings" (Cone, 2008). Cone calls them Powerlines as exceptional slogans can potentially stand out from the barrage of messages and slogans consumers face each day. (Cone, 2008). Powerful words can inspire and move you to vote a certain way, or change your thinking. Unfortunately, Tata didn't take the full advantage of this and are yet to produce the caliber of powerlines that dominate advertising in the contemporary world.

Further advertisements including; 'Tata's Hamam is a bigger soap' ad, 'Reviving the age-old glory of Indian exports' ad, 'stalwarts both' and 'this changing age' are also all rememberable contributions from the company which aimed towards a higher standard of living through an expanding economy (D'Souza, 2018). It's clear from the advertisements that Tata as a company wanted to be seen as a force towards good and one that wasn't fixated on accumulating power and wealth for its owners and investors but devoted to improving the country. Arvind Rajagopal (professor of media studies at New York University) claims that, "winning the governments approval was important during those days, which meant appearing to serve the people." Advertising agencies all acknowledged

abutment for the planned economy, and the biggest ones were all foreign (D'Souza, 2018).

Moreover, the 'stalwarts both' advertisement with Mercedes-Benz is an extremely successful advertisement. One of the main reason behind this is due to the focus on the country and its progression rather than the brand itself; this may have been down to a lack of creativity within advertising agencies, however, Tata didn't need a bigger market and didn't really care for the content within the ads either but rather to keep public relations happy. The Mercedes Benz trucks were of short supply, and were used towards the growth of the countryside; therefore, the message behind the ad was evident, Tata wasn't just 'driving' India to a brighter future, but it was also taking it back to its eminent past (Scroll in Magazine, 2018).

Second Keyword: Core Values:

It is well-known across Europe that Tata steel is in fact Britain's largest manufacturer which is owned by an Indian conglomerate. Over the past decade, it has granted employment to over 60,000 individuals in Britain. In addition to this, they have also invested more than 12 billion towards the British economy since 2000; and Tata is fond of promising that it will continue to give back to the community far more than the profits it extracts (Zareer Masani, 2015). Tata UK is keen to advertise its commitment to corporate social responsibility, with the magic letters "CSR" sprayed across all its publicity. However, the beneficial impact that goes towards India's most rural areas and suffering residents goes unseen across Europe.

"Trust" "trustworthy" "reliable" and "prestigious" are all words used to describe the brand Tata in India. It is clear that the company and the family itself has earned the utmost respect in this country due to the charitable donations and institutions the company has provided for the citizens. This is due to the fact that Ratan Tata managed to keep his

reputation as one of India's most revered business leaders intact, through a time when corruption and crony capitalism had become the hallmarks of corporate India (Yogita Limaye-Mumbai, BBC News). Ratan Tata is seen as the most powerful business man in India, and 66% of Tata Sons is owned by trusts. Tata Trusts promote education, health, culture and livelihood in India. This fragment of the business is barely recognised publicly, if not at all; and it most definitely deserves more admission (Tata Sons Private Limited, 2019). “Business, as I have seen it, places one great demand on you: it needs you to self-impose a framework of ethics, values, fairness and objectivity on yourself at all times” (Ratan N Tata, 2006). This exaggerates Tata’s core values as a company which are; integrity, responsibility, excellence, pioneering, and unity. To further analyse this, Tata ensure;

- A transparent yet ethical conduct which will stand the test of public scrutiny
- Integrate social and environmental principles, making sure that what comes from the ‘people’ goes back to the people.
- A passionate behaviour towards achieving the highest quality standard by promoting meritocracy.
- Customer insights to develop innovative solutions
- Enable continuous learning, whilst building collaborative relationships based on pure trust and mutual respect.

All five of these aspects can be visualised in some of Tata’s most positively impacted endowments; including-healthcare and nutrition; water and sanitation; energy; education; rural livelihoods; natural resource management; urban poverty alleviation; enhancing civil society and governance; media, arts, crafts and culture; and diversified employment.

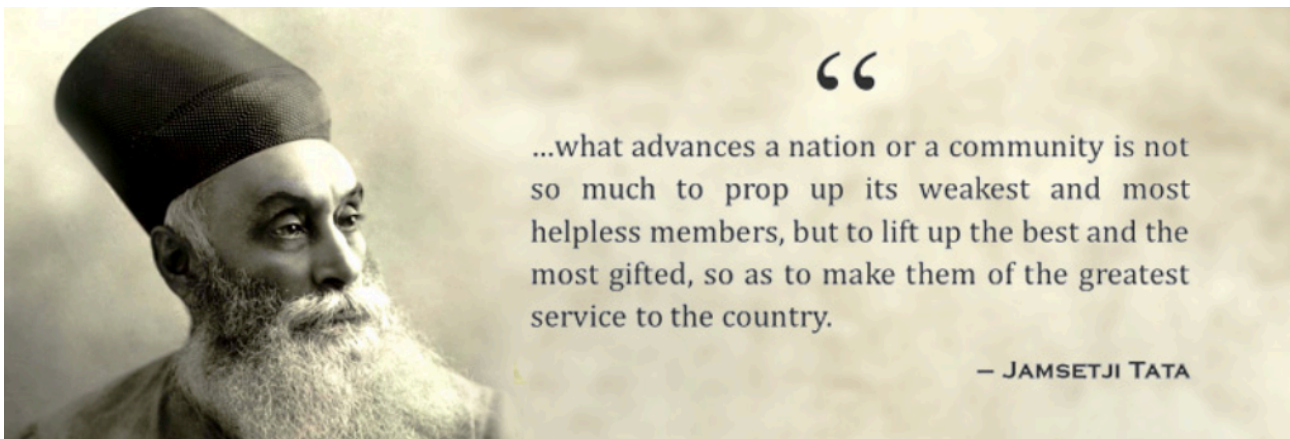


Figure 3: This image above captions a famous and important quote by Jamsetji Tata. (Tata Steel, 2019)

Jamsetji Tata (founder of Tata Group, who was also known as a great philanthropist) played an enormous role in Tata Trust and the institutions within it. His famous quotes, actions and attitude continue to be guided by his principles to this day, which brought an industrial revolution in India. He was a pioneer of industrial development, and most of the earnings of the Tata group were invested towards the welfare of the public including the Tata Trust. In addition to this he initiated several labour reforms well ahead of the enactments of the labour laws, which benefited in ending the exploitation of labour in India (Hansdah, 2018). His approach to giving combined with his wealth made India into what it is today. In addition to promoting initiatives in education, Tata Trust also award



Patient Care 6

scholarships to students pursuing higher studies. This includes; social scientists, cancer

specialists, nuclear scientists, who in turn have aimed to make India a compelling country in relation to specific fields including science and technology (Tata Trusts, 2019). All of these factors combined has helped contribute towards the Tata memorial centre which is recognised as one of the leading cancer centres in India.

Third keyword: Tata Memorial Centre

Tata group's initial fundamental focus when it began 150 years ago was to create a "beacon of hope for the hopeless" (Tata Memorial Centre Annual Report, 2016). The mission was to establish domestic capabilities and to produce world-class expertise ranging from the Indian Institute of Science, to India's first cancer hospital, which is the 'Tata Memorial Hospital and Cancer Research Centre.' It is seen as the "quantum leap" in the medical history of India. Since then, they have managed to help the lives of more than 20 million individuals in 2019 by using these resources and devising many other institutions across India (Tata Steel, 2019).

Figure 4: (Tata Memorial Hospital 2018).

The TATA Memorial Hospital was initially commissioned by the Sir Dorabji Tata Trust on 28 February 1941 as a centre with enduring value and a mission for concern for the Indian people. The centre is in fact portrayed as a monument on the global health map, as more than 70 percent of patients that seek medical advice or are treated in the centre are done so free of charge. This includes nearly 6300 major operations annually and 6000 patients treated with Radiotherapy and Chemotherapy annually in multi-disciplinary programmes delivering established treatments (Road, 2016). This is particularly beneficial to the more depreciated areas in India, and the impoverished communities with extremely confined, or no access to healthcare (Tata Trusts, 2019). The image below encourages the fact that

Tata are devoted to bettering healthcare and nutrition for women and children (in particular) in the indigent country of India. Since the inception 75 years ago, it was recognised by Dr V.R Ramanan (Deputy Medical Director) that 60 percent of the country's medical facilities are in the South, and as a result the East and North East suffer without centres to treat them.



Figure 5: this image shows how long the memorial centre has been dedicated to healthcare. (TMC, 2016)

Ratan Tata became aware of this and donated 14 acres towards a world-class cancer hospital in Kolkata. Costing Rs 340 crore, the medical centre was inaugurated on May 16th 2011 and increased the number of beds to 254. Taking into consideration that it is a not-for-profit venture, the centre has more than 200 doctors and 230 nurses which is “a ratio not available anywhere on this planet” (Ramanan Tyagi, 2018).



Figure 6: Women receiving healthcare within the centre. (Tata Memorial Centre, 2016)

This wouldn't have been possible if it wasn't for the perspicacious efforts of Dr. Homi Bhabha (relation to the Tata Family) as the hospital came under the guardianship of the Department of Atomic Energy which remarkably aided and upheld the spectacular rise of the institution (TMC, 2016). The transfer of the administrative control of the Tata Memorial Centre (Tata Memorial Hospital and Cancer Research Institute) to the Department of Atomic Energy in 1962 was the next major milestone. This was due to the foresight and the vision of Dr. Homi Bhabha, who envisaged the major role that radiation would play in cancer treatment - from imaging to staging and actual therapy. The TMH and CRI merged as the two arms of the Tata Memorial Centre (TMC) in 1966 represented a classic example of private philanthropy augmented by Government support, with a mandate for Service, Education and Research in Cancer.

Today, state of the art technological equipment is available in every department within the centre including the latest spiral CT scanners, Gamma Cameras, Microscopes and much more (Actrec, 2019) The Tata Trust institution has managed to take multiple initiatives to strengthen cancer care in the country, and continue to do so to this day.



Figure 6: (Tata Memorial Centre, 2016).

Conclusion

All of these factors combined were initially drawn to me by the Tata Steel Sleepout which was held on February 20th at The Liberty Stadium, Swansea. This was a fundraising event aimed to raise money and awareness of the issue of homelessness and in total raised £20,000. After some further research, I discovered that Tata Group (the mother company of Tata Steel) are very focused on their corporate social responsibility by creating and funding several institutions across the Globe that benefit towards social communities, impacting their; health, education, empowerment and the environment. Despite their work in the UK the majority of their work is concentrated in India, the home of Tata Group. However, as previously stated this information is not publicly advertised enough, if at all across Europe and is something I feel should be heard especially as they concentrate a substantial amount of time on cancer research and care which is something very close to my heart, and the hearts of a vast majority of the population. Locally, we are constantly hearing about the bad and evil across our media platforms, so why do we subsidise the good?

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