



AN ANALYSIS OF EVOLUTION OF ADVERTISEMENT CONTENTS OF FMCG PRODUCTS DURING POST LIBERALIZATION ERA

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ABSTRACT

The companies aim is not only to produce good-quality products, but also to make sure that the consumers are aware about the benefits and attributes of it. In order to make the product known, the company spends on the various promotional activities like free sampling, discounts and advertising. The latter one is the most cost-efficient way since it reaches out to a large audience and builds up desire to purchase the product. Advertising can be done in various ways i.e. by having a brand ambassador for the product or by directing the advertisement towards a mass of loyal customers. It is the only way by which one single emotion is sourced to many people and that causes them to react by purchasing the product. present paper analyzes the advertisement of 50 FMCG products during two distinct periods and study the evolution of the message contents over time.

KEYWORDS: *Advertisement, good-quality, promotional, cost-efficient, emotion, purchasing.*

INTRODUCTION

Over time Indians grew their per capita income and became a huge consumer market and this attracted various corporate to operate here. With opening up of the economy, various marketing and advertising companies jumped at to take advantage and they started rolling out advertisements which spoke of fun, frolic, games, delicious food as well as the classic advertisements of family bonding time. Over time the vision of the masses changed and so did the telecasted advertisements. They had by now studied the human psychology that a person will always need one thing or the other, and if the advertising was done in the correct way people would buy the product irrespective of its pricing. Hence began the era of advertisers who showed catchy one-liners and made their advertisements show more emotions in their 2 or 3 minute slot than one would see in an entire movie of 2 hours. Their basic idea was to stimulate the frontal lobe and then to keep their advertisements running many times a day so that even if someone missed it the first time they would surely see it one of the many times. If someone is in need of something the first product that catches attention is usually the product that stays in mind and makes one feel it to be the best product. Even if one does not purchase it that very instant it remains in the

subconscious mind and often vouches for the product. Hence the advertisements have a high place in today's lives, whether it is accepted or not.

Bovee (1992) defined advertising as an impersonal communication of information about products, services or ideas through various media, and it is usually persuasive by nature and paid by identified sponsors. The elements taken together define advertising as a form of communication which is paid by the sponsor and is intended for the masses. Since it is aimed at a mass hence there is no personal touch, though the advertisement tends to stimulate the person watching it.

Advertisement is expressive but it allows a company to present its product clearly and effectively via text, sound and color. On one hand, advertising helps in forming a long-term sustainable image of the product and on the other, it stimulates sales (Kotler, 2010). Advertising informs, creates the need for a product or service, and encourages people to purchase. The more the people respond to the advertisement, the better it is for the economy and the economical wellbeing of society (Kotler, 2002).

Advertising is an important component of marketing. It is entirely connected to the tasks of marketing, whose final aim is the complete satisfaction of the customer needs concerning goods



and services. Advertising is also one of the specific forms of communication. It is designed to perform a communicating function or linking together advertisers and consumers by the means of information channels (Kotler, 2002).

The 20th century was termed as the “century of advertising” the reason being that in this time there were profound changes and innovations in technology and advertising. There was an unprecedented growth due to the Industrial Production as well as the appearance of more and more sophisticated means of creating and distributing advertising i.e. multicolor printing, analog and digital radio, television, satellite communications and finally the computer and internet. Advertising is becoming more professionally organized and performed with more quality (Presbrey, 2009).

The advertising message is considered as an important component in the advertising communication process since it consists of the thought, idea, attitude, image or other information that the advertiser wants to communicate to the audience. The way in which the advertising message is presented is important since it decides its

effectiveness. An ideal advertising message should command and draw attention, hold the interest, arouse desire for possession of the product and elicit action (Gupta, 2012).

Under this backdrop, the objective for the study was to determine how and to what extent the advertisements had evolved between the periods 1990-2005 and 2015-2020.

DATA AND METHODOLOGY

For the purpose of this study, advertisements of FMCG products were mainly considered and two distinct periods were selected namely from 1990-2005 (the period post liberalization) and from 2015-2020 (the current period). Advertisements of only those products were taken up for the study which were present in both the periods under consideration. The main changes in the content of advertisement of each product was noted down and analyzed. Advertisements of similar products were clubbed and sector wise assessment showing changes over the years were done. The analyses thus obtained are presented below along with meaningful inferences.

Findings from the study

Product Name and evolution in content of the Advertisement	Advertisement from 1990-2005	Advertisement from 2015-2020
Coca-cola 1990-2005- The focus was on enjoyment as a part of family time. 2015-2020- The focus shifted to enjoyment with friends.	It showed coca-cola being the go-to drink for everyone in family meetings.	It showed that the students after a tiring day of studying in the library go to the window to relax and chance upon a wall-painter drinking coca-cola as a way to quench his thirst. The students do the same.
Pepsi 1990-2005- Fun times meant Pepsi time. 2015-2020- Pepsi was shown as a plus one for people who dared to be different.	It showed that the students were attending a speech by the principal in the hall. Suddenly a student opened Pepsi and was transported into a parallel universe where the principal seemed to be dancing and the boy too caught up in the moment shouted. In a moment he realized that the parallel universe was a figment of imagination and he had done the deed in the pin-drop silent hall.	It showed two students studying in the college canteen when a group of misbehaving boys started troubling them with comments about opposite genders not being able to study together. Suddenly a third student comes in and stands up to the bullying and says that societal judgment should be stopped.
Thums Up 1990-2005- The lure of the drink made a man seek an adventure just to get it. 2015-2020- People drinking Thums up were honorable.	This shows that a bottle of Thums Up gives a man the courage to jump over trucks and hills in order to acquire it.	This shows that an ordinary man after drinking Thums Up saves a school bus whose brakes had failed and was fast racking towards a ditch by using his extraordinary strength.
Frooti 1990-2005- It portrayed itself as the complete substitute of a Mango. 2015-2020- Over time people may change but the quality of mango in the drink remained the same.	It shows that everyone loves the taste of the King of Fruits i.e Mango which they could carry around in a bottle of Frooti and drink whenever and wherever they wanted.	It shows that Frooti contains complete goodness of mango which cannot be changed by anyone and hence people of all ages and from all walks of life drank it.
Maaza 1990-2005- Sweetness was	This advertisement shows that a boy in order to impress his would-be	The advertisement showed that women from all walks of life need



<p>personified as Maaza. 2015-2020- In the world of stressful jobs Maaza was a stress buster.</p>	<p>father-in-law brought Maaza instead of ladoos since the former has more sweetness and nutrition than laddoo.</p>	<p>just a sip of Maaza to uplift their tired minds and hearts and fill them with renewed energy.</p>
<p>Sectoral Assessment: Assessing the soft drink/ refreshment sector it is observed by the researchers that over the years there were slight changes with them focusing more towards changing the incorrect facts about the society.</p>		
<p>Nirma 1990-2005- Whiteness was synonymous with Nirma. 2015-2020- What took other a lot of effort by other detergents was easily washable with Nirma.</p>	<p>The advertisement had people from all ethnic and cultural backgrounds willing to get dirty because they knew Nirma would wash away all the dirt.</p>	<p>The advertisement shows that Nirma gave a better quality wash than all the other detergents when used on a dirty cloth.</p>
<p>Rin 1990-2005- Little goes a long way. 2015-2020- Rin brightens up not only the clothes, but also a person's future.</p>	<p>The advertisement showed that with the usage of a little Rin soap, a lot of clothes can be washed and hence it saved water as well as energy.</p>	<p>The advertisement showed that if the vision is clear then no goal is too big for an individual.</p>
<p>Ariel 1990-2005- Unbelievable cleanliness defined Ariel. 2015-2020- ShareTheLoad campaign has made a ripple in every household.</p>	<p>The advertisement showed that a lady after having given up all hope of a clean apron finds it miraculously white upon the usage of Ariel.</p>	<p>The advertisement showed that a woman is a mother and a wife. At times handling these duties comes at a price ie. less sleep. The advertisement helped to balance the gender divide.</p>
<p>Tide 1990-2005- It was claimed to be phosphate free. 2015-2020-It claimed to be the only detergent which saved water.</p>	<p>The advertisement showed that tide was the only detergent which did not use chemicals and hence was appropriate for kids too.</p>	<p>The advertisement showed that a woman is folding piles of clothing and commenting on the fact that the number of clothes is not directly proportional to the water being used.</p>
<p>Surf Excel 1990-2005- The tagline was the central theme ie. Daag ache hai 2015-2020- If colors help in bringing people closer then it's a good color.</p>	<p>The advertisement showed that if getting dirty helped put a smile on someone's face then it was the correct way to go.</p>	<p>The advertisement showed that two brothers who had a dispute between then meet on the occasion of Holi and forgot all the bad blood in between them.</p>
<p>Sectoral Assessment: Assessing the washing powder sector it is observed by the researchers that over the years importance was given more towards the add-ons of the washing powder rather than the nature of the product as it was done in the initial years.</p>		
<p>Maggi 1990-2005- 2 minute happiness was evident from the child's smile. 2015-2020- Maggi had a special place in everyone's heart.</p>	<p>The advertisement showed that a bowl of Maggi gave unbelievable joy to the children who ate it since it was super tasty and long.</p>	<p>The advertisement showed that a girl was irritated because her friends used to tease her using her name. Her mother explained that some special people had a special name and feeling like Maggi.</p>
<p>Top Ramen 1990-2005- The favorite of all people who can't cook. 2015-2020- The savior of hunger pangs.</p>	<p>The advertisement showed that even the pickiest of eaters loved it after the first taste.</p>	<p>The advertisement showed that two kids who were famished and bored realized that all they had been missing in their day was top ramen noodles.</p>
<p>Sectoral Assessment: Assessing the fast food (noodle) sector it is observed by the researchers that over the years there are no real changes observed in this sector other than brighter and clearer pictures.</p>		
<p>Himalaya 1990-2005- Natural ingredient defines the brand. 2015-2020- Why bother with small problems is the tagline.</p>	<p>The advertisement portrayed that the use of Himalaya Herbals moisturizing cream made skin buttery smooth.</p>	<p>The advertisement showed that over the years the diversification of the brand has made it a popular name in all the sectors.</p>
<p>Nestle 1990-2005- Freshness guaranteed. 2015-2020- Poora poshan,poori tasalli was the mantra to go by.</p>	<p>The advertisement showed that nestle helped people to become more compassionate.</p>	<p>The advertisement showed that it was easy to feed the kids a whole meal but a wholesome meal was a new ballgame and that is where Nestle excelled.</p>
<p>Johnson's 1990-2005- Becoming a mother was synonymous with using Johnson's</p>	<p>The advertisement showed that a mother gets moved when she holds her baby for the very first time. She</p>	<p>The advertisement showed that it is the only product which is trusted by grandmothers and mothers alike</p>



products. 2015-2020-The family product passed down over generations.	hopes to protect her baby with the use of Johnson’s baby products.	irrespective of ethnic or social background.
Sectoral Assessment: Assessing the baby products sector it is observed by the researchers that over the period softness and goodness factor remained at the top of the consumer’s minds every time they saw these advertisements.		
Cinthol 1990-2005- It was associated with a person’s personality. 2015-2020- It showed that usage of it made one feel alive.	The advertisement showed that the soap not only gave cleanliness but also the confidence to own things.	The advertisement showed that usage of this soap makes one feel like retaking a number of baths per day just to feel the freshness.
Park Avenue 1990-2005- The soap was characterized as being essential to a man. 2015-2020- It didn’t change the tagline except for making their men seem intelligent too.	The advertisement showed that usage of it made a man more daring and appealing.	The advertisement showed that usage of it made a man appear wittier and more likeable to the masses.
Dettol 1990-2005- It was as safe as a sanitizer. 2015-2020- Using it was equivalent to cultivating a good habit.	The advertisement showed that it was a trusted brand and killed 99.99% of the germs.	The advertisement showed a bunch of kids teaching their elders that it was an essential habit to use Dettol since it kept one healthier in the long run.
Lux 1990-2005- Lux claimed to understand every skin type. 2015-2020- It claimed to be the secret behind beautiful skin.	The advertisement showed that using Lux would turn a woman beautiful.	The advertisement showed that people who used Lux were not required to do anything extra in order to remain gorgeous.
Pears 1990-2005- It portrayed innocence and beauty in one package. 2015-2020- It kept the skin youthful for a long time.	The advertisement showed that Pears claimed to be loved by all generations of women.	The advertisement showed that the person who uses pears can pass off as someone 10 years younger due to its great moisturizing qualities.
Sectoral Assessment: Assessing the bathing soap sector it is observed by the researchers that over the years the core quality of the product was still the only thing highlighted in this sector.		
Tata Tea 1990-2005- It proclaimed to be plantation packed hence safe. 2015-2020- It said that hearts are always more intelligent than brains.	The advertisement showed a stage performance highlighting the fact that it was desired by many but attainable by some.	The advertisement showed that when one drinks this tea the tough life decisions become easy to take.
Brooke Bond 1990-2005- The nature of the person is more attractive than the clothes she wears. 2015-2020- People who trade in Brooke Bond are honest.	The advertisement showed a chimpanzee is shown trying on different clothes for her date when finally her mother tells her that drinking tea will soothe the nerves.	The advertisement packaged the price drop in such a way that portrayed the honesty of a shopkeeper.
Lipton Green Tea 1990-2005- It is easy to start something good. 2015-2020- Green tea was a healthy way of life.	The advertisement showed that the tea was good for the individual’s body as well as for the people who did the picking and grading.	The advertisement showed that exercise fueled with green tea keeps a person healthy for long.
Bagh Bakri 1990-2005- The tea seemed to join a bond amongst new people. 2015-2020- Social bonding is projected	The advertisement showed that a couple who had recently shifted into a new flat and had no one to talk to suddenly began receiving people when the others got their aroma of tea hence concluding that drinking this tea made people come closer and become friendlier.	The advertisement showed that tea was an important beginning to a day and could bring together two people having differences.
Tetley 1990-2005- The drink was claimed to be bionic. 2015-2020- They introduced new super teas which were a hit.	The advertisement showed that Tetley repackaged itself so that it was more appealing to the masses.	The advertisement showed that Tetley drinkers were more powerful than the rest since the tea itself had great powers.



Sectoral Assessment: Assessing the tea sector it is observed by the researchers that over the years the core quality of the product as well as new additional benefits of drinking it were highlighted in this sector.		
Colgate 1990-2005-Colgate represented shiny teeth. 2015-2020- Colgate made dreams come true.	The advertisement explained that calcium is present in our teeth naturally and Colgate helps the fluoride reach the teeth.	The advertisement showed that people who used Colgate got the confidence to do big things in life and make a huge impact.
Close Up 1990-2005- Close Up usage made people appear smarter. 2015-2020- It made them bolder and more decisive.	The advertisement showed that people who use it have whiter teeth and sharper minds.	The advertisement showed that using Close Up made people take the leap and that is what made them ultimately happy.
Pepsodent 1990-2005- Strength and whiteness both were highlighted. 2015-2020- Using it was synonymous with hakuna matata.	It showed that using it helped to keep the germs at bay and gave stronger and whiter teeth.	It showed that one can eat everything and still not be worried about germs or decaying teeth if they used this toothpaste every day.
Dabur Lal 1990-2005- It made teeth shine like diamonds. 2015-2020- It claimed to be strong because it used natural ingredients.	The advertisement showed that using it made teeth and face shine all the time.	The advertisement showed that Dabur Lal made teeth strong due to its ayurvedic properties.
Sensodyne 1990-2005- It marketed itself for sensitive teeth. 2015-2020- The latest advertisement focused on diversification.	The advertisement showed that it is the only toothpaste which calmed the nerves and relieved pain.	The advertisement showed that its latest product protects people from teeth and gum problems at once, something short of a miracle.
Sectoral Assessment: Assessing the oral healthcare sector it is observed by the researchers that over the years new additional factors were added to make the product more lucrative.		
Everest 1990-2005- Mother's touch was the keynote. 2015-2020- The masala makes all the difference.	It showed that its special taste makes food taste as good as that prepared by our mother.	It showed men taking up the work of preparing biryani on a rainy day to impress their wives.
MTR 1990-2005- The versatility is evident in the mix. 2015-2020- Even the grandmothers favor it.	It showed that the MTR mix was so versatile that one can make everything with it.	It showed that its masala has been passed down by generations.
Cookme 1990-2005- Claimed to be natural. 2015-2020- Youngsters savior from hunger pangs.	The advertisement showed that it is preferred since it claims to be whole masala.	The advertisement showed that it helps people to make tasty food easily.
Catch 1990-2005- It uses LTG technique. 2015-2020- The yummiest masala till date.	The advertisement claimed that it is the only masala which is a complete match for the food.	The advertisement showed that the smell of the masala makes the mind guess the food which is prepared using it.
MDH 1990-2005- It is the asli India ka masala. 2015-2020- The masala is irresistible.	The advertisement showed that it is the masala which claims to be loved by the Indians.	The advertisement showed that it makes people leave whatever important work they have been doing just to enjoy the food.
Sectoral Assessment: Assessing the spices sector it is observed by the researchers that over the years the core quality of the product was still the only thing highlighted in this sector.		
Amul 1990-2005- It was taglined as Taste of India. 2015-2020- Mother's love is compared to Amul's products.	It showed that people of all ages loved Amul's products	It showed that a mother's love is pure and she always wants the best for her children.
Mother Dairy 1990-2005-Maa jaisa koi nahi 2015-2020- It claimed itself to be	It showed that the wife takes the husbands wrath over a broken trophy which was actually broken by	It showed kids dancing because they were very happy with the taste of mother dairy milk.



easyto digest.	the child saying that she had done it while cleaning.	
Sudha 1990-2005- Doodh nahi ye dum hai,piyo jitna kam hai is its tagline 2015-2020- It claimed to have no powder or added preservatives.	It showed everyone drinking the milk and feeling energetic after it.	It showed a mother trusting on the milk because it was the purest.
Anchor 1990-2005- It shows the wide range of dairy products of anchor. 2015-2020- It claimed to make a fresh start.	It showed a mother teases her daughter about her first boyfriend saying does he like his milk warm?	It showed that the goodness of anchor makes it the first thing in the morning that one drinks or eats.
Paras 1990-2005- Jeet pee lenge is the tagline 2015-2020- It showed that its milk is powerful enough to reach all corners of the country.	It showed a group of kids who couldn't kick the goal until one day finally one did and made everyone's confidence rise.	It showed a lady getting the purity of the milk checked by a doctor and then sending it for packing.
Sectoral Assessment: Assessing the dairy sector it is observed by the researchers that over the years the basic quality of the product was still the only thing highlighted in this sector.		
Kokuyo Camlin 1990-2005- It makes the holder bolder and smarter. 2015-2020- It makes learning fun.	The advertisement showed that in order to win a writing competition a kid threw orange juice on his competitors copy but she quickly used her Camlin pencil to rewrite and win the award.	It showed a child sleeping in the drawing class while the others were drawing. On the way home she found a poor boy drawing on a shoebox and sat down to draw with that person.
Staedtler 1990-2005- Claimed to be unbreakable 2015-2020- They are a class apart and believe in giving the users a premium feel.	It shows a lady giving a bunch of pencils to the children and they break all but one. The remaining one is left because they have been unable to break it showing that the pencil is unbreakable.	It showed a father and a son sketching and the father suddenly realized that the son had better quality pencils than he had, that is when he used the son's and found it great and of the latest technology.
Nataraj 1990-2005- It claims to have bonded lead. 2015-2020- The only pencil which lasts long without breakage and is hence economical.	It showed that in a race amongst all pencils it was the only one who had the perfect lead and body hence making it come first.	It showed that out of two, one of the friends always brought pencils everyday while the other bought candies, ice creams and chocolates. One day the boy who bought a pencil daily was gifted a Nataraj pencil by his friend saying this lasts long.
Apsara 1990-2005- It said that extra marks were given for good handwriting to the kids who used Apsara. 2015-2020- The theme message remained the same that whoever used Apsara pencils would have good handwriting and score greater marks.	It showed that on a walk the son tells his father that he received 105 marks out of 100 in maths. To this the father replied that the teacher must not know maths well to which the son said it was not because of that but because of the fact that his good handwriting got him the extra marks.	It showed a brother and sister fighting over who has got the higher marks of the two. The brother says he has received 100 and after snatching his sister's paper he finds that she has received 105 marks ie. 5 marks for good handwriting. The girl shows her Apsara pencil and the brother says the extra marks belong to the pencil and nothing was done by the girl.
Faber Castell 1990-2005- The quality is super smooth. 2015-2020- It offers superior grip to its products.	It shows a group of kids see a barren tree and start decorating it with the connector pens thereby making it colorful and lively.	It showed a person twisting and turning the pencil and pen in his hand for a minute thereby stressing on the quality of grip of the pencil.
Sectoral Assessment: Assessing the pencil (stationary) sector it is observed by the researchers that over the years the core quality of the product was quoted by advertisements which brought out the usefulness to the forefront.		
Sunsilk 1990-2005- It claims to eliminate hair fall. 2015-2020- It makes hair bouncy and voluminous.	The advertisement showed that in a dance competition a girl competes toe to toe with a boy, the only problem being hair fall. After a month she gets rid of the hair fall and gets renewed confidence.	It showed two colleagues who wanted to eat lunch at a fancy restaurant but one of them didn't have the confidence of going because of flat hair. The other told her the solution was to use Sunsilk.



<p>Head and shoulders 1990-2005- It claimed to remove dandruff. 2015-2020- The tagline remained the same ie. Complete removal of dandruff.</p>	<p>It showed an actress telling that she used Head and Shoulders since it made her dandruff disappear, and in a world of people who want to find out your weaknesses, it kept hers safe.</p>	<p>It showed a couple be extremely happy with the results after using the new formula for Head and Shoulder's.</p>
<p>Vatika 1990-2005- It gives soft flowing hair. 2015-2020- It has all the necessary ingredients for healthy hair.</p>	<p>It showed some children following a woman on the beach because they thought her to be an angel since she had soft hair. She said if you use Vatika even you can have soft hair.</p>	<p>It said that for shiny hair there should be proper oiling done first and then shampoo. So this oil should be applied 30 minutes before shampoo.</p>
<p>Clinic Plus 1990-2005- The ad lays stress on oiling and shampooing. 2015-2020- A girl is naturally strong.</p>	<p>It portrayed a girl who has only one ponytail braided and the other open. Her mother asks her to braid the other one to which she replies that since her mother had also only done one job ie. only shampoo and no oiling so she also only braided one ponytail.</p>	<p>In this advertisement we see mom's telling their daughters that whatever they were able to do little, the daughters should do more than their mothers because the girls are strong since their mother has made them.</p>
<p>Pantene 1990-2005-It says you have to wait and hope for love, but Pantene can be bought from the stores. 2015-2020- Strong is beautiful.</p>	<p>The advertisement shows an actress saying that love can be hard to find but Pantene is available at all stores and it gives amazingly soft silky hair.</p>	<p>It showed women of different age group being daring and keeping their hair however they like because they are the owners of it not the outsiders.</p>
<p>Sectoral Assessment: Assessing the shampoo (hair care) sector it is observed by the researchers that over the years the value education has also been imbibed and the advertisements are more educative than just a product selling mechanism.</p>		

CONCLUSION

The advertisements from the various sectors show more or less an evolution over the years. The refreshment sector shows an evolution tilting towards the present whereas the washing powder sector adds some extra bonus points to give a newer picture to the old base. The fast food (noodle) sector and the baby products sector don't have any new modifications except clearer pictures and brighter surroundings. The bathing soap sector as well as the tea sector has sworn by their core product qualities. The oral healthcare sector has shown a remarkable change over the years with the addition of better quality products year after year. The spices sector and the dairy sector have not changed much over the years except newer and better packaging. The stationary sector along with the hair care sector has been re-brushed and recoated to show the base product along with a whole new range of additional benefits which has been developed due to extensive research on them.

Analyzing these 50 advertisements over a considerable long period and their evolution, it is found by the researchers that the core product and its augmented qualities are main concern of advertisement designers. The basic tagline has remained more or less same with addition of social messages in some cases.

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