

What is Surrogate Advertising?

August 2, 2024 • vajiramandravi.com



About Surrogate Advertising:

- It 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 products that cannot be advertised directly due to legal or social restrictions**.
- **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.
- **From liquor to tobacco-related products**, several brands have embraced this form of advertising to **spread their word and uphold their image** in the industry.
- In India, surrogate ads are common and used across several media platforms. For **example, liquor brands** using their brand names and logos to **promote products like music CDs, soda, and more**.
- While the **target audience knows a particular brand's niche**, surrogate advertising helps you **get your message across in a subtle and legal way**.
- The motive behind doing so is to **ensure that the customers can be recall the original product** in the disguise of another advertised product. This process is also called "**brand extension**".

Q1: What is the Board of Control for Cricket in India (BCCI)?

The Board of Control for Cricket in India (BCCI) is the national governing body for cricket in India. The board was formed in December 1928 as a society, registered under the Tamil Nadu Societies Registration Act. It is a consortium of state cricket associations and the state associations select their representatives who in turn elect the BCCI officials. The BCCI is India's richest sporting body and the richest cricket board in the world.

Source: Health Ministry asks BCCI, SAI to bring in measures to prevent tobacco and alcohol advertisements

Source: <https://vajiramandravi.com/current-affairs/surrogate-advertising/>

© Vajiram & Ravi. For personal use only.