

## **Ambient Advertising: Prognosis (With reference to Santacruz (E), Mumbai)**

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### *Abstract*

*Ambient advertising is a powerful advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results in the world market. But it is not recognized and popular in Indian small cities, even in the metropolitans like Mumbai. In Mumbai these advertising is popular while, viewers came to know about the new trend in the world market. But small shopkeepers are ignoring this method of advertising and thus fall behind in the competition with the shops of a mall. Due to the same kind of traditional Out Of Home (OOH) advertisements are losing attraction, hence ambient advertising can save it from fading out. The research paper is focusing light on the awareness of these advertising among the small shopkeepers and the problems faced by these ads in Indian metropolitans like Mumbai. [(Questionnaire taken from small shopkeepers and viewers of Santacruz (East)]*

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