

Integrated Marketing Communication
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Lecture – 35
Introduction to Creativity

Welcome friends. Hello once again. Now, we are moving towards talking about creativity. As I have been continuously saying, the world of IMC is mesmerizing. One of the significant reasons why this world is so mesmerizing is creativity. Whichever way you look at it, the objective that IMC pursues is the perspective that builds up the methodologies which are being followed and communication itself. Words, pictures, everything is associated with creativity.

That makes it beautiful. This is why this field, the subject is so interesting. It is not only attractive, but creativity is also the reason why IMC moves things or supports the level of marketing in the whole of this world. We look forward to business development, we look forward to sales, we look forward to hiring best of the talents and creativity is the reason that enables that. Let's jump into it.

I will try to make it convenient for all to think that it has a particular methodology, but let me suggest at the onset that, we look at creativity with an abstract perspective. We will use lots of examples here and try to understand how it goes.

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As integrated marketing communication is to the marketing mix, creativity is to integrated marketing communication. We talked about this last time when I emphasized promotion as one of the significant pieces of all the 4P's because it is responsible for taking the products towards the customers and letting the customers compare the products and services with others and we are aware of the procedure.

For a while, try to keep aside creativity from integrated marketing communication, and you would realize that it would be crude, systematic and mathematical, wherein we get the input from the side of the customer that this is what they need. We analyze what kind of a budget we have to spend on. We put up a simple straight message, and if needed, they buy. Can it be so straight?

The methodology is always required everywhere. The methodology is the most vital part. But, can we think of integrated marketing communication without creativity? No, because this is the

reason why things come to life. Creativity is related to bringing things to life. It puts up things in the proper perspective. And that is where we come to a situation just for a point of concern that advertising needs creativity.

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Why? Because brands make emotional connections when they engage consumers through complex sensory experiences and deep emotional episodes. When you have to promote chocolate, you cannot tell the young child you will like it hence have it. You have to associate that chocolate with, delicious kind of a taste. You have to bring in 5 stars to the customer regarding the enjoyment that the customer might have out of eating 5 star.

Do you remember that advertisement wherein you have 5 Star and forget everything? Hmm, hmm, sort of kind of that is where 5 Star tries to protect itself. Cadbury's Silk has been marketing itself with a different perspective wherein, it spreads over your fingers, and you are licking the fingers when you eat it.

Then there can be a different logic to why that kind of a product came into being, and there can be many stories associated with it. They are logical, but the point is the way it is marketed and the way it is projected. Later it is associated with relations, happiness, and so on. The point raised is that one cannot market a doll or project or promote a doll or a toy, chocolate, and many other products with or without an emotional appeal.

I believe we cannot promote anything without emotional appeal. Hence there is the need and we have to emphasize that. In their many forms, advertising and integrated brand promotion help create these experiences. This is where the element of creativity comes in. What is creativity? As I said, it is responsible for bringing things to life. And there would be so many definitions; you can go to dictionaries and find the meanings.

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The ability to produce or use original and unusual ideas. Original, wherein you originate things, but how? It is a matter of experiencing things. The unusual ideas mostly just come, and they click, whether its a tagline you like or an advertisement you like. Beautiful advertisements have different kinds of an appeal.

One must have heard of advertisements known as being the most watched in a particular year or span, awarded for its creativity and how it is projected. Another aspect is that creativity is related to having the ability to give rise to. It is characterized by expressiveness and originality, and imagination.

Combining two or more elements with imagination and technical skills that have never been combined. As Levinson says, try and visualize. Give a piece of paper to a child, ask that child to do something with it. You will find a context of creativity there. Have you handed over a piece of color to a child and put that child on a plain, newly painted wall? Just watch what they do.

I remember my father liked it. Mostly when my daughter used to paint all the white walls in the house with color using her imaginations and he used to admire it. He used to see an artist in the child like every grandfather or grandmother. They found a creative artist in their grandchildren's. There is an element of creativity associated with this expression, whatever they are making.

How do they do it? How do artists do it? How do professionals do it? We can learn further from there. And it is just a matter of observing all around.

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Creativity is the ability to consider and hold together seemingly inconsistent elements and forces, making a new connection. It is beautiful and one start to feel that they know the people who wrote advertisements. Bringing a word from a different language, derive a particular kind of an expression from that word by saying it differently and then bringing a different word from a different language and join those two to make a tagline or something appealing.

The same is with the pictures, colors and that is what they do. I want you to start thinking that way. Just look around. If you are holding a newspaper or a magazine right now in front of you or just surfing the internet, just before watching this video, one would have seen something creative going around them.

I remember that once a political party used old used newspapers to paint their party's name and then past it all around the constituency of a political leader. They realized why do you need to print colored posters because the leader is campaigning through and through. Let us save the cost and have the name present all around them.

The name can be painted on the used newspapers, saving costs. The name could be painted with different fonts, whichever way one can be creative. It not only saved their cost but gained lots of attention because people saw unusual posters being pasted on the walls of their town when they woke up the following day. This is creativity.

The idea, the perspective, the way it was projected was unusual. Ideas born of creativity reveal their logic. Have you seen a car hanging on a hoarding or a billboard? One can find these kinds of advertisement all around. Recently, I was traveling and found this car hanging somewhere on the billboard, half projected from that billboard. Everyone would look at it and the advertisement

get attention and this is how creative perspective comes in. Creativity is sometimes seen as a gift, a special way of seeing this world. You would find that everyone cannot be so creative but not feel disheartened. One can always try thinking that way and start seeing things with correlation, start looking at things with admiration.

Creativity reflects early childhood experiences, social circumstances, cognitive styles, and so on. Let me just draw your attention towards this kind of fact. One key element, which I want to tell you at this moment is that you would find people who are creatively oriented or start thinking that way and mostly their thought process is higher and this is a general argument. It is not precise but primarily you would find them more relaxed, more resilient, and happier. They can look at the sky and they can admire the openness of the sky. They can watch the sea, and they can start feeling relaxed. They can find meaning in the waves coming toward them. They can draw so many things from sand out there and so on.

Then they start looking at things from the perspective. They can look at the flying bird and say feel free. That is how some feeling of getting free comes from. This is what creative perspective is largely.

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Creativity is about looking around. It is about learning from nature. It is about learning from people. If you cannot admire people around you, how would you learn from them? If you cannot be happy, cannot feel happy by the smile of a child or cannot see wisdom and meaning in the wrinkles of an older person, how would you learn creativity?

You will not be able to. If you cannot find stories in the eyes of an elder. if you cannot look at curiosity in the eyes of a young child, how can you be creative? Observe from today, whenever you look into the eyes of a young child, try to find that curiosity or mischief which is hidden there. The brain is thinking that the child is telling you without saying much. Have you ever tried to sit beside an elder and ask about their story?

They will tell you so many things, giving you so much insights. It is learning from text. Read, and words start coming to you. I would be overstepping right now, but please forgive me for that. People who admire poetry can admire creativity. If there is a lack of admiration for poetry in your mind, then you should start thinking that way.

Poetry is where things come together in one single line, one straight line. And a poet is a person who can equate sea with sky and wind in one single line. Flowers become alive in front of you. Creativity is learning from dreams and what you imagine about yourself.

You want to go places, you want to fly, you want to run, you want to work, you love sports. I am talking that regardless of the constraints we may have and putting everything as a message in a few seconds, and that is creativity. Music associated with that, some beautiful voice associated with that, and so on.

When you hear the music of Nestle and so many beautiful jingles with beautiful music around, you understand the role of creativity.

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A creative concept is related to a big idea that is original and dramatizes the selling point. It brings that inherent dramatic element to the fore and that is related to original thinking. When you try to project something about colors, you can always use colors, and then when you put that color in a child's hands.

I saw a very interesting advertisements that says that the pen works for this long. How would you tell someone that a pen works for this long? You cannot say that you can write so many pages with a pen. The company decided to talk about how many kilometers of a line you can draw using that pen and is very creative in terms of that kind of product.

Creativity unifies and dramatizes the selling point. Symphony has talked about coolers the way no one can think. In this air conditioning world, Symphony has been doing very well in selling coolers, and they have sold beautiful products by projecting and marketing it so well. Another of my favorite examples are related to fans. Fans are basically part of our lives, and the advertisements are so exciting around them. Some talks about the speed and some says it will blow away almost everything. Fan, a general product around you is so creative and even for a table fan, some element of creativity definitely is there.

The process is related to taking a creative leap, that flash of insight that unites the campaign, as Otto Kleppner says. It just does whatever it is supposed to and at the end of the day, it is about inquiry, improvisation, and intuition. How it comes to you, and how interested one is, what kind of intuition comes to the creative and how they carry it forward?

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There are twin masters of creativity and strategy which can be looked upon together and will spend time on that. Advertising is an art and a disciplined solution to a communication problem. Strategy is the springboard for that creative leap. While a creative idea is both original different, novel, unexpected, and right for the product and target audience.

David Ogilvy said that "I doubt if more than one campaign in a 100 contains a big idea, I am

supposed to be one of the more fertile inventors of big ideas. But in my long career, I have not had more than 20 of that". This is a humble statement given by David Ogilvy, a known figure in integrated marketing communication.

What he wants to emphasize here is that you try and be creative by nature, and it takes a lot of effort and time to take things to that level wherein it goes well. This is how the twin masters of strategy and creativity work together.

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There are two perspectives from 2 great figures in the field of integrated marketing communication. One is David Ogilvy, and the other is Leo Burnett. Ogilvy says that brand image or personality is particularly important when brands are similar. Because you have to create a point of differentiation. And one of my favorite examples is salt.

How salty can salt be? Would you be able to sell a salty salt? I do not know. And how sugary can sugar be? How pure can the sugar be? Have you ever tried to make a difference? How sugary is sugar? How strong can cement be? How strong an iron rod can be? These are products where differentiation cannot be so easy.

You pick up two types of cement and do not have the names of those segments in front of you. Would you be able to differentiate? What if it was tea? There could be a scope of differentiation and people who like tea might be able to. But there are several products like catch salt and these kinds of products.

They try to differentiate themselves as far as the brand image or the perspective comes in, and precisely that is what we have to start. If you want to learn how these things are done, start from the products wherein differentiation is low; then every ad must contribute to the complex symbol that is related to the brand image. Take shoes and if I just put away the stripes of Adidas or swoosh symbol of Nike, it would not be so easy for us to recognize which shoe we are wearing. Not so easy.

If I just remove that crocodile of Lacoste, I, might not identify, and if you get something stitched from somewhere and put up a tag someone be able to so easily recognize, then what kind of a brand are you wearing? What hair oil do you use? That can only be justified after a very long time, when your hair remains intact.

I have been joking about my hair for quite some time. I would not do that job again. Then Leo Burnett talks that creativity is related to finding the inherent drama or characteristic of the product that makes consumers buy. Sasta nahin sabse ache takes you to, yes, Bangur cement. If

there is a need, it is not less priced and charges a premium. However, they communicate that they are the best.

How do we differentiate different kinds of water, one type of water from another? I do not know. Have you been differentiating? People do that. Water from the Himalayas. Then inherent drama is often hard to find but is always there. And once found, it is the most interesting and believable of all advertising appeals. That is what we have to understand as far as this thing goes.

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Let us look at these twin masters in the crux. Strategy, use a unique selling proposition and then create a brand image and the other aspect is positioning and finding the inherent drama. That is how the whole picture is related to each other. Remember we are trying to draw ourselves towards how to observe creativity, be creative in due course of time, and think creatively in terms of integrated marketing communication.

How do one identify creativity to start in the first place? Right now, just pick up a newspaper, see an advertisement and just look at that. Just pick up the newspaper lying around you, watch an advertisement there, read the message, and notice. I will be elaborating upon each of these elements in the next session, wherein I will be focusing on USP, creating a brand image, and finding the inherent drama along with positioning perspective.

We have talked about positioning earlier as well, but here we are focusing on the role of creativity in positioning. We will talk about that as well. Again, look at that newspaper, watch the picture, watch the colors, watch the tagline and try to analyze what we have been talking about. Now, look for the same advertisement on television, the same product or advertisement. You will find the same tagline flowing there. But there, you would have an extended element of words spoken by someone or some jingle, which someone sings. And there, these elements would start projecting themselves with a different emphasis. And that is all we talk about when we refer to creativity.

It can be observed almost everywhere. Start doing this exercise and observe advertisements or communications about creativity now. Up till now, I have been advising you on several elements. I have been discussing how to look at communication concerning association with other marketing elements. But now, just start admiring creativity.

Just look at the wrappers of the chocolates or, the boxes of several kinds of products or the packaging of the products that you are purchasing. Start looking at the fonts being used, look at them. Look at Chocos, the pack of Chocos, the pack of Kelloggs, and so on. And you will suddenly start realizing that, yes, creativity is all around us. I will leave you with this thought.

I will join in the next session while we talk about these four elements separately along with some other things and then flow our thoughts towards being further creative. Goodbye for now. See you next time.