

Integrated Marketing Communication
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Lecture – 36
Creativity Elements – Part I

Welcome back, friends. As I suggested, I would be talking about the four elements one by one and elaborating upon the context of creativity. With these elements we are seeking the central idea.

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Let us talk about USP. It is one of the most commonly spoken words in the field of marketing sales and integrated marketing communication. Here we talk of USP of a product being highlighted through communication. How do you project USP? We refer to several products which are indifferntiable so easily. In today's parlance, you would also find even houses not being so differentiable.

But still, they are being projected with a different kind of orientation for every person seeking to purchase a house. It is very important when you purchase an automotive. An automotive has to have a different element which one should like or it should be projected that way, from the other similar automobiles available. You are putting a particular kind of money there so that one has to understand that when two people are going to purchase the same automotive. You also have to create some differentiation of thought when we are talking to those people, although that is done on the ground. When you talk of USP, there is an element of benefit and uniqueness and how potent you are talking about.

When we talk about benefit the orientation is that, when one buys this product they will benefit this way or enjoy this reward. Take, Paytm Karo. The brand made it through this period, has been supported by such kind of avenues a lot as people could not go to banks. It has been a great business for them and a service by them as well.

How uniquely did they position themselves? Look at the advertisements which Paytm came with in due course of time? For example, you are purchasing something in a shop, and it is a general that you do not have a change, and he also does not want to give you change. He offers you some toffees instead, which happens randomly to the levels of five rupees and ten rupees, and becomes compulsive for almost everyone.

It is not that they are doing it deliberately, but if you have Paytm, you can pay the exact amount. Auto rickshaw you are travelling by. There is a campaign associated with these kinds of things, with the benefits which Paytm goes for and then there are several other services which Paytm offers and then they have come up with a very beautiful campaign associated with all the services they offer as they have been building up their business.

They have been projecting the services simultaneously. They compared and have uniquely positioned themselves. It is not that they are the only avenue, but they have done well, and we should commend them for it. Then there is element of uniqueness, and when we talk of uniqueness, it is related to something that rivals cannot offer or should project it that way.

Although Apple has so many things that are different or they claim are different. People do find it that way. But one important element in today's era, related to privacy which Apple projected in the course of time, occupied a huge space and time in media and the internet. Lots of creativity was involved there from the side of Apple when they came up with a beautiful campaign. People were loudly telling their passwords. It was intriguing, but they wanted to say that if you are using Apple, it was not possible. And several other related advertisements, where very personal messages or photographs or any other thing which you can relate to at this particular moment and which get released when you use mobile phones or mobile communication was introduced.

Apple suggested that they care for privacy and they have systems in place wherein your privacy would not be compromised. This uniquely projected what they wanted to say and not many organizations have been trying this kind of a thing. Talking about mobiles, mobile communication companies, they have been talking about several kinds of unique elements which they offer. I mentioned speed, almost all the mobile companies came up with this speed campaign, but it did not remain unique to anyone. Hence marketers started going for caller tunes and projected that this is how they are unique. And there was a wonderful A.R. Rahman campaign related to the caller tune of Airtel, and it made it so famous. Everyone started using similar kind of a caller tune.

Many people liked it and then they started projecting caller tunes, and then caller tunes became a particular product that mobile communication companies were selling in due course of time. This is what creativity can do. It can convert a service into specific, saleable element, which is where this uniqueness comes in.

The promise must be strong enough or attractive enough to move people. Jio prime membership ads attracted lots of customers to their mobile communication services. If not willing to change their numbers or the service providers they started subscribing to an additional Jio phone.

Every known and so many people have been switching from this to that and from there. But Jio has done well. They have come far from where they started in terms of offering that element of membership or perspective. When we look at creativity and USP, creativity enables all of this. And the products I am referring to now, look at their comparative products just for a while.

Probably you would understand the element of creativity present here in these examples. You can choose other examples to compare. You can look into largely sold products, as I have been talking about, say motorcycles or scooter. Some educational courses precisely talk about the kind of the prospective offered and give wholehearted support to the admission-seeking students. And recently I was watching an advertisement that precisely projected on a shoe suitable for walking. I talked to a retail salesman about that, and I said, " Can't I run wearing this shoe?". He said it is more comfortable for walking, and that is how it is positioned. That is how it is being projected through this kind of message. This is where the USP element comes in.

Before moving to the next element, let us look at some attractive slogans that have helped companies to build brand image. We must admire and remember slogans or taglines as a very important part of business strategy. At the end of the day, one particular element of the strategy is driven through taglines.

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Since they project positioning as well, we will be talking about the positioning. Apple say, Think Different. How different, to what extent, and what is the difference? No, they just projected Think Different, and it appeals to how consumer would have reacted to these two words is an altogether different story. If you read their website, they will explain that, and it's a beautiful process when people deliberate on these details.

And you would admire the methodologies they follow. How apple reached this half apple. Or sliced apple, whichever way you want to look at it. One of their recent advertisements was as I mentioned is privacy advertisement. If you watch that, you will realize that they show a symbol wherein an apple is locking your secret. Showing that it's valuing your secrecy.

McDonald's has I love it with a big yellow M or arch written. I love its mascot sitting beside it. I do not think there would be many people, who have not taken pictures with that mascot, especially children and if you live near a city that has McDonald's. I have seen adults sitting beside the mascot and taking selfies and clicking photographs.

I assure you that people do this someday. This is because a person gets tempted to sit on that bench beside that mascot and get clicked on and then say, I love it having a Strawberry Sundae in their hands. McDonald's has become one of the largest fast food chains in the world and this

simple tagline has contributed a big time to that kind of achievement.

Surf excel, Daag Acche Hai is another one. I take it as one of the most important turning points for Surf excel. I would be talking about one of the other turning points in Surf's history later on. But Daag Acche Hai was a defining moment for them. Hero Honda Desh ki Dhadkan is something we have talked about that earlier.

Zindagi ke saath bhi, Zindagi ke baad bhi. Since the beginning, I have mentioned this tagline. At this particular moment, I want you to go to other competitors of LIC and try to look at their taglines. What do they say, and is it not denouncing anyone? Every tag line is wonderfully creative, whichever way you look at it.

Just write it on the board or some paper and write this one somewhere and try to look at the intrinsic appeal associated with the tagline and you will realize the creative element. Idea before merging with Vodafone, I do not know if they are still saying this tagline, used the tagline an idea can change your life. They thought of this, and started projecting it as well.

There was a beautiful campaign given by idea which became excessively relevant during the COVID period. Idea for long has been projecting how mobile phones can be used for disseminating education. During this past two years we have realized the importance of education, its delivery and reception through mobile phones. The role of mobile phones in getting educated. Idea initiated this campaign long back wherein they said that you can take education to the nooks and corners of wherever people are unable to access it. Schools do not have that kind of infrastructure of just taking up mobile phones for the people. COVID, unfortunately came in and it became relevant. We could steer that thanks to many mobile phones, the mobile phone service providers and then several portals, whose apps we have been using.

Lifebuoy is another example. Tandurasti or health was their main word. Hundreds and thousands took it as an exercise. Try and write hundred favorite tag lines of yours, and try to associate those taglines with creative elements and USP. And the rest of the elements after this will be quite enabling for you.

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Let's look at creating a brand image. This is one of the elements of the whole twin master scenario which we have been discussing. I talked about salts, sugar, and cement in earlier videos. I asked to start thinking in terms of less differentiable products. Why are uncle chips or lays are sold at that level?

We all have visited shopping malls and departmental stores. We have been purchasing locally

manufactured chips as well. Here I would give you a very remarkable example, wherein you go to the southern parts of our country, India, and you would find that locally manufactured chips are more popular than branded chips. I have observed this personally and it might not be so right.

But I have observed that, and an element of branding has yet to be achieved by the branded chips like Lays. Yet in northern parts of India, people buy Lays and Uncle chips. Pringles has a unique product, and they have been projecting it most uniquely. Through the picture of a mustached person on the bag and coming up with different kinds of flavors.

Less differentiable products are highly differentiated with the help of creativity. The creative sales strategy is based on a strong, memorable brand identity through image advertising. Take Vimal for example. There was a beautiful campaign by Vimal long back, and I have talked about it once. The complete man campaign of Raymonds also did exceptionally well.

This projected the product to different levels, especially the stitched apparels we discuss. There are several kinds of shirt. Recall the campaign of Peter England, Van Husen and others. Peter England worked exceptionally well in India. I remember there was a time when they were ruling as far as the sales go, and they have done very well.

This is what we are referring to when we talk about creating a brand image. Look at soft drinks, perfumes, clothing and airlines. Airlines are highly differentiable yet confusingly still indifferentiable. There is a convenient connection between this place to that place, and one airline is moving on that route. You would prefer that many times and you do not have a price choice.

Price is a huge discriminator between the choices of two airlines when you think about moving from one place to another. Time is another differentiator, but that is operational. How to utilize creativity for that? One airline started projecting the Hot steamed food being served on night flights. They realized that passengers when they would be taking night flights returning to their homes, they might be bothering their family members to eat or stopping by somewhere to have food before reaching home. If they are staying alone and because if it is night time when they want to just rest. Hence they campaigned that they would serve you hot food while you return home so that you do not have to worry after boarding off.

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The third element is positioning, and as I told you, we have discussed positioning with different references. It is one of those things which is almost like a second side of the coin, when we talk of integrated marketing communication. It is merged with the concept of integrated marketing

communication because the sole purpose of IMC at most times is to position the product in the minds of the customer. And that is, if you enjoy that kind of positioning you will keep on purchasing the product and so on.

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As we know, positioning establishes a particular place in the customer's mind based on product attributes/benefits, price/quality, use or application, type of user, problem solved, and so on. Creativity enables this. How would you remember a product? Is it because of its price, quality, taste or its packaging?

What would come to the fore when we think of a particular product? How does it resonate in your mind? I am not comparing at this moment but have you talked to someone when they are getting their house painted. Imagine a young child and you ask him what kind of paint you would be getting on your wall; the child could say Nerolac Nerolac Nerolac thinking from the advertisement they have seen.

There are several other paints. Probably the person who is painting the house would be bringing in some other paint, but on their mind, it is Nerolac. I remember, not so long ago, one of my helpers asked me to help her in choosing a refrigerator from a shop. I took her to the shop, and then we selected the refrigerator for her, and I explained the features of that refrigerator. However, she repeatedly talking of a particular kind of name which was positioned in her mind. Unfortunately, that particular refrigerator was not available there, but still, it was there in her mind. The name often gels with the product category, and that is where positioning magic works. BMW says that it is the ultimate driving machine. Now, when you call your car a machine, it gives you a very specific feeling of command of usability, of effectiveness, of emphasizing a persona or personality.

The dream machine, the ultimate machine, the magical machine, the strong machine. Do you see how it resonates? Let us go to the next phase or the next block of our discussion on inherent drama. I have talked about most of the things we will be shortly looking at as far as the slide goes.

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Here I want to emphasize one important thing. I told you that creativity calls for an intuitive ability to identify the inherent drama that resides within a product through the conscious use of earthy vernacular imagery. We have the creative experts visit the idea about what business we are into? I will be talking about what business we are in the initial part of when I initiated the subject.

When I was talking about how IMC actually supports that perspective of what business we are into. Here creativity emphasizes the element of what business we are into. When we talk of creativity in association with the inherent drama here, let's take an example that we are selling salt. Recently, you would have seen one advertisement related to salt wherein the purity of the salt is being projected concerning the source of that salt. When that kind of message is being projected, the marketers keep thinking about what business we are into. Are we just plain and simple salt producers and manufacturers, or can we look at ourselves as part of the customers' lives? Consider semi-cooked foods instead. In today's era, most of the households we have ready to cook food. What business are we into? Are we into the business of selling semi-cooked foods that are easy to be cooked, or are we enabling the lives of our customers by giving them facilitation with the help of our technology, product packaging, and the pre-mixed ingredients which we are offering to them?

Are we into the business of enabling their lives or just the food business? Do Complian think whether they are food supplement, or is a simple nutrition product. Do you think that complaint is related to supporting and enabling the growth of a child? So that is where they came in with. I am a Complian boy, and I am a Complian girl.

I belong to this and this actually projects and enables me to take me there or contributes in my height. This is where that inherent drama, that perspective built around through these messages, comes in. Beautiful advertisements for air conditioners and split units you must have observed where someone comes to home and the cooling has to be enhanced. Then cooling and the circular flow of the air has to be emphasized. This sensitive or sensible cooling kind of a concept comes in what business we are into. Another air conditioning company talked about controlling the air conditioners from wherever they are. Let's talk about the philosophy we want to project about our product and how they are closely related to our products.

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And this inherent drama element is associated with when messages generally are presented warmly and emotionally. Look into the video of Hallmark, for example. There are several other ads like the one by Tanishq which is very emotional, wonderful, related to our lives. Look into those advertisements, and you will realize what I am talking about.

I will just summarize the four elements we have just discussed. We look at the aspect of creativity. From the side of creativity, we realize that we project all these four with a strategic coherence to take the message rightly to our customers. I would not refrain saying that from now onwards, start looking into pictures with a creative element.

Start looking at the blue sky with the perspective of creative bend. Start looking at things with a

poetic kind of orientation, start noticing rhymes, start noticing the element of priming, and start noticing how that sound is soothing you or affecting your mind and start remembering the sounds of jingles which you keep on humming throughout the day. With this thought, I leave you in this session, and I will join you with some other elements of creativity next session, goodbye.