

Integrated Marketing Communication
Prof. Vinay Sharma
Department of Management Studies
Indian Institute of Technology – Roorkee

Lecture – 37
Creativity Elements – Part II

Welcome once again, friends. Now, I would be taking you further into the world of creativity where we will largely talk about creative management or management of creativity perspective, which is projected the same way in several textbooks. As I have always been saying, creativity is an abstract perspective.

Most of the time creativity goes beyond that management element. But still, we must systematize things by looking into the aspects we have been talking about.
(Refer to Slide Time: 01:29)

The slide generally refers to the target audience, the product concept, and so on. We have been discussing this at length, but the most important thing I want to talk about here is the thought process associated with it before the creative work begins and these elements listed in front of you. I would not be reading those but watch one of the most beautiful advertisements. For me this is one of the favorites. The Samsung India service advertisement will take care of you wherever you are. I think it was one of the most watched advertisements in 2017. I liked it a lot. The storyboard is about this service person of Samsung, who gets a call from a girl, and she enquires about a complaint lodged by her repairing the television and asked when would the service person be reaching?

He says ensures that he will reach within no time and she asks to please come before seven in the evening. He said yes and that is how the story goes. Just watch this advertisement for this beautiful narrative. This guy never knew that he was going deep into the hills, and he had to cross many obstacles.

He is enthusiastic, and was finally reach the destination, while the girl keeps making repeated calls. He then finds that the girl cannot see, and she takes him. He attends to the television complaint and repairs it. The television was ready to be watched and calls her friends, and all of them cannot see. All of them are anxious about the program which is about to come. It was a television show, a reality show wherein one of their friends who also cannot see is singing, and they start enjoying the song. That is a beautiful, wonderful campaign, which takes this service provider, the Samsung service close to the hearts of the customers that they care for you, and this

word care, livens itself.

When you put it alongside that kind of a story and narrative and that beautiful picturization they have done, you start meaning by the word that we care. I remember another campaign, this time by Tata Sky, when this young girl calls up and ask if they would you put up a dish antenna at her home? They asked where she was calling from? And the reply was that she was calling from the last house in the last village in the country.

That is beautiful and he says Apne Keh Diya, Ho Gaya (You have said it, it is done). It is the perspective that we care, and we are associated with that emotion. While going for that kind of a narrative and that kind of a storyboard, you have to have that kind of an element of a target audience, product concept, media you would be using, and then the message strategy you have in mind.

How would you realize this creativity? There is this hospital advertisement, having an elderly couple. The elder lady is being taking care at that hospital and the hospital say that we do not want to keep you here. We do not want you to be here in the hospital for a long time. Ghar Se Ache Koi Jagah Nahi Hota, there is no better place than home.

This is the kind of a perspective to look at these beauties. I salute the Indian advertising world. They have created magic around us and that is what this subject is all about.
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As seen in the service example, we are transforming the concept. Firstly, be start by adapting, through changing the context, and moving away from the obvious. Everyone serves their customer, but how can they move away from the obvious. Second is imagine, let your imagination fly. How can you get an associate? Everyone wants to tell their patients that we care for them. How does this advertisement talks about that?

Reverse it, look at it backward or upside down. We are talking about the elements of creativity. Though it is beyond the scope of putting it into a sequence of elements, but still, we have to look into the aspects associated with that. Next is connect. What two unrelated ideas, like sea and sky, can be connected. It can be flowers and bees. They have connection already but find connect unrelated ideas and aspects and try to connect them.

Airlines and food are connected but is not very clear connection. That is how they want to project it. I remember one advertisement for detergent wherein they say that they are good for colored clothes, as well as they are for the white cloths. That was a wonderful campaign as most of the detergents till then have been focusing upon whites. Likewise, most of the soaps have been

focusing on beauty.

Some soaps have been focusing on hygiene, cleanliness, and so on. While there was one soap which was focusing on rural areas and had a different kind of a perspective to be projected there. Hence, they went for a similar kind of storyboard. Next you compare, namely two, unlike things. Then you eliminate or subtract something and finally parody, where you generate jokes, fun, rhymes, rhythm, and humor.

Hence adapt, imagine, reverse, connect, compare, eliminate and parody. One can find so many other elements along with that. Try to look into this and then just start. The specific reason for talking about this element is that when you look at one advertisement from now on, start marking out these within that framed picture. This printed adjustment or television adjustment or internet storyboard or whichever way.

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Let's move to determinants of creativity, and do you remember the Lalitaji campaign. Lalitaji Aapki Saree Meri Saree se Safed Kaise. This was a beautiful campaign. I promised you earlier that I would be talking about Surf's turning around strategy, wherein Surf Excel Daad Ache Hain was wonderful. Prior to that, this campaign worked wonders for the product because Lalitaji was a famous TV actress. She appears in this advertisement, and someone asks her in that story that Lalitaji Aapki Saree Meri Saree se Safed Kaise. How is your sari whiter than mine. That was the concept brought for the first time by a detergent powder, which turned things in a different direction. We are referring to divergence, originality, flexibility, elaboration synthesis, and artistic value. How your white is white than mine?

You start looking at white cloths from different kinds of perspectives. I wonder how many times before that I have noticed it. I never used to notice till that advertisement and since then I started watching the shirts of other people, comparing the whiteness to that of mine. This takes you towards the divergence.

Nirma, washing powder Nirma. Doodh si safedi. That again was a beautiful thing. Indian detergent market and Indian cosmetics market, Indian soap market. We have come a far away from old time. Food, Friends and Thumbs up. Never a soft drink wanted to project itself with food and friends, and Thumbs up did that.

There was a campaign where in an executive meeting the service person comes in and asks, "Sir, what would you like to have?". The CEO in the meeting says, "I would have coffee" I am not comparing soft drinks with coffee and do not take it that way. Usually in an executive board rooms people ask for coffee, tea, or some drink which brings a serious aura to what is going around. Then a young executive hesitatingly asks for a "Thumbs up." The CEO also says

“Thumbs up,” and that is where thumbs up started, projecting it as the part of executive meetings. Then soft drinks became part of boardrooms. Pivotal change or a turning point. This is where divergence, originality, flexibility, and elaboration come in.

There is lots of creativity available in that kind of advertisement. One funny advertisement wherein this movie star saves the girl as she holds on to the strap of his bathroom slipper. He wants to say that this bathroom slipper is so strong that anyone can hang from as far as the cliff goes. I am not denouncing that it is again related to lots of creativity. That is where relevance comes in. In the advertisement I just referred to, does it sound relevant that the bathroom slipper is so strong that someone hangs through by the strap on a cliff. Is it that way? Yet it makes sense when we talk of abstract creativity.

What if you are talking about safe driving? You have safety provisions and are projecting eight airbags, and then definitely there is a relevant perspective. Consider the line *Dar ke Aage Jeet Hain*. It brings lots of creativity but relevance. I should say that I am not synthesizing tag lines or advertisements and I have not denounced it. I am just wondering out loud in front of you how things can be.

When someone runs alongside a cheetah and goes and drags a Mountain dew from its mouth and drinks. Is there relevance. The person is very passionate about mountain dew, so relevant. This is what I am trying to project when we talk of determinants of creativity.

(Refer Slide Time: 14:03)

Next, we look at Young's creative process. Young is a big name in the field of integrated marketing communication. One very important thing we should remember is that creativity is an observable phenomenon. It is something which we must associate ourselves with and it must be seen with the eyes of creative people.

The practitioners we have been naming are the stalwarts and people who have been related to this field. People who have been creative by themselves, who have defined and redefined creativity, is related to one such experience-based kind of expression. The first element in Young's process is immersion which is getting raw data in and immersing yourself in the problem.

How you want to look at it is what business we are into? Many times, have you wondered how you should be projecting? Let us take erasers and how would you if you have to advertise it? Notebooks, you can say that those are beautiful notebooks. But apart from beauty, what kind of relevance would you try to put up to a plain, simple paper?

People started saying bond paper, then one automotive started putting up the strength of their engine in their advertisements, and it became a brand name. Although it is a combination of technological words which sounds in terms of acronyms or short forms. Then it is projected in terms of relevance.

Second is digestion, when we take the information, work it over and wrestles with it in your mind. What would you be saying about it? That usually happens in our lives. We are about to go for an interview. We think in terms of how we would be introducing ourselves. Have you ever not tried rehearsing one universal question which is asked to everyone in this world? Tell us something about yourself? That is such a universal question that it is probably asked to a prospective student and a prospective employee and maybe not for a prospective customer. We rarely ask customers these questions. Wrestle with it in your mind. Next is incubation which turns the information over to the subconscious to do the work. In illumination you think of what would you project?

Hoodie Baba was an advertisement for an automotive company, wherein you start going on a motorbike, riding it smoothly, and are going around. It started working that you want that to be differentiated. This is how Hoodie Baba came in and is part of a long line. The script of movies like "Sholay," which has been continuously used by many creatives all around. Kitne Aadmi Dhe. How many were there? The great Gabbar Singh was asking that question, and several people have used it. It goes through immersion, digestion, incubation, illumination, and verification.

Verification is the final part where you study the idea, evaluate it and reshape it for practical usefulness. How would you project a light bulb, for its brightness? Everyone knows that the light bulb is bright. What else would you say, for its sustenance length, that it will go on forever and ever? Yes, some have been doing that. What else? These are the questions which are very important when we are talking about such kinds of products, and that is our concern. That is the victory of creatives who struggle with these things repeatedly.

Here is a glimpse of the creative team. Copywriters, Art Director and Media or Account planner constitutes a creative team, which goes for a creative brief. This is slightly a procedure. How does it happen? All these people are creatives largely. They have that bend of creativity in their minds, even the media planner or account planner, who helps them take things towards that level.

Art director is the person who looks into the complete scenario with direction. And copywriter who puts everything on the paper. I have repeatedly been suggesting to you that for one single tagline coming alive in the form of a message in an advertisement through a visual, a video, or whichever way you look at it, hundreds of people are involved.

Starting from people who conceive it, people who think about their products as they should be projected, people who try to understand it, people who try to visualize it, people who try to put words about it, people who try to write a script around it, people who shoot it, people who create music for it, people who infuse it, people who edit it and people who take those messages to you at the end of the day.

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Let us talk briefly about what creative briefs are. This can be understood as a foundation for the concept of an idea that will become the visual or verbal message. You just structure it and while structuring it you keep developing questions in your mind and answer these questions in the course of time when you are writing about it. The creative brief must include all the information that the creative team requires to generate ideas.

Focus on the issues to be addressed. It is used by the creative team to define the integrated marketing communication message that needs to be communicated. I told you about one of the integrated marketing communication campaigns developed by Dainik Jagran in the form of personal messages. They started sending their clients and many of their readers.

They started putting those messages within the newspaper and created beautiful, simple folders and used bold colors such as red, yellow and black. A pencil was pasted on the front, and they say that these are our competitors. When someone open the folder there is a bold marker pen pasted there, and it say that this is the Dainik Jagran. Then in another folder, one single cracker and a series of crackers inside the folder and several such beautiful messages were being sent to their customers in time. This is what they thought of when they were writing this creative brief. They could be thinking about, how a tire company can think creatively, like Zapper or MRF tires, Apollo tires, or Ceat.

The very beautiful campaign of Ceat tires where someone is carelessly crossing the road and he does not look at you and is talking to someone on mobile phone. You get bothered about that and want to save this person and Ceat comes to your help. The tire works well, and he does not even look at you. That is where you emphasize the quality of a tire.

Otherwise, a tire is an indifferntiable kind of a product. We have been talking about this element for quite some time. A creative brief should redefine the target audience, introduce the key consumer benefit and describe the individual features.

(Refer Slide Time: 23:11)

What is the strategic element while we are writing the creative brief? Which issues are to be

considered. Who? Why? What? Where? When? How? Are the issues. Then we have the elements of the brief which are the objective statement, support statement, and tone or brand character statement.

We now head to copywriting, which is the process of expressing the value and benefits a brand has to offer. We have talked about copywriting earlier, and almost everything written about the advertisement is called a copy. Those who write verbal messages are called copywriters. It is a composite art that requires linguistic ability and business sense. Have linguistic ability I mentioned poetry earlier? Yes, I have. Have I mentioned the context of scriptures or text earlier? Yes, I have. Stories and a mixture of tones and dialects? Copywriters write copy and the associated headlines, slogans, baselines, etc.

(Refer Slide Time: 24:41)

There are certain guidelines for copywriting. The most important guideline is the element of consistency and persuasiveness. We all have a limitation of language or words. I mentioned this in the earlier parts of our discussions, where I was referring to the magical words used, especially fear and hope.

Because of the limitation of language, we have to be unique in terms of the way we use words. For example, Zindagi is a commonly used word in many advertisements or messages, or it is used contextually. But the way we emphasize upon, we stress upon that is different. We stress the syllables; we stress the elements associated with that and how you see it.

Since it affects the persuasiveness when it stays, it persuades, and that is what we want. All the advertisers want their customers or targets to move at that moment when they say something like Aapke Apni Dhukan. They want that you go to the mobile phone and start surfing for the products on Amazon. That is their approach and look into these elements with admiration.

In accordance with the situation, they have been solving we have talked about the purpose and the elements of correlation of purpose. Now look into the creative elements and how it touches upon the purpose of a particular communication you would have gone through. What have you bought recently? Have you purchased a gift for someone?

Consider Diwali time which is coming up. Although you would be watching this video much not during Diwali, you might be purchasing gifts for someone? You could be purchasing something for yourself.? How are you looking for that? Is there a particular message or tagline or a story which is influencing you?

Where have you seen that? What creative element has compelled you to start moving towards

that kind of product? That is what we have to think about from now onwards. I will leave you with this thought in the beautiful world of creativity and I would once again suggest that you watch colors, hear to music, listen to sounds, observe poetry around you, and start bringing in two, three words which holds meaning for you.

Start saying those words in a beautiful way to someone you know. And observe for yourself how creative you have become. I leave you with this. I will join you next time with some other related elements. The subject of creativity, goodbye, for now, thanks for bearing me.