

Integrated Marketing Communication
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Lecture – 38
Creative Execution in Advertising – Part I

Welcome back, friends. After understanding a concept of what creativity is, let us talk about the execution part. How to bring it to life, how to take it to the people? How to realize that communication is creative by nature? How should one emphasize their creativity? Let us see the elements of execution by utilizing several advertisements and mentions of those advertisements.

I would retreat because of copyright aspects or IP aspects. I cannot play so many visuals, and it would have taken lots of time. I would keep urging you to watch YouTube videos of the advertisements I have repeatedly mentioned and to watch them with the element we discussed.
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How is a message communicated is as important as determining what to communicate? This is what the execution part is. Creative execution deals with the physical form of an advertisement; for example, sound travels to you and how it reaches you. The whole thing includes the story, script, copy, art, music, words, phrases, color, style, tone, and reproduction.

I would not digress too much by emphasizing that yellow appeals more to you or red appeals more to you and how that happens? You all know that, and it is part of our daily lives, most of the time, white color occupies a major space around us. These are the elements we should be focusing upon. What are the most commonly used fonts or types of letters which we are using? Are we using bold or not? A special reference to relativity has to be focused upon to know how to use visual language and take it there, the modes, and methods.

Yeh Dil Mangey More. Hindi, Urdu, and English are different languages with particular emphasis. Yeh Dil Mangey More clicked. How would it have come to the creator? How would it have been visualized that this is what they want to say about Pepsi? That is where relative perspective and usage of words in relative aspect are used.

When we talk of relative perspective of language and visuals, it is about how they will create a picture in your mind. What would we be saying, or the creator be saying? How does it come to you? What makes you imagine? What do you think about the product? You start finding relevance and you start finding attraction.

This is what we have been talking in case of messaging. We have mentioned about this element earlier, but we have to reiterate this at this juncture when we talk of execution of creativity. We need to talk it from a broader picture of integrated marketing communication and then talking about the planning and different elements there.

We move towards the final elements. There is repetition here, but that is not redundancy and should not be taken as repetitive in context. The element precisely has to be highlighted concerning what we are discussing.

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Messaging is all about how a brand talk about itself? What does it say about itself? The value it provides, the value in the context of the effort, the price or the desire. Assume you are purchasing a flash drive or a pen drive. What do you expect from a pen drive? It should hold your data and stay as long as you wish. Though we all know that it is not going to work forever.

Yet we can have the positioning of a pen drive with reliability. Antiviruses are also being infused nowadays by pen drive manufacturers. This is a general example of messaging and the relevance of value associated with that kind of particular message. It is realized through expressions, words, pictures, and many other ways? How does it goes ahead?

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Message should have the following aspects associated with main idea about the value offerings and resonate with the target audience. McDonald's launched their fast food chain in India, with their twenty rupees burger. A burger is a modern era food and McDonald's, was offering it for twenty rupees. Price is low, and everything is new. This put a very strong mark on the customers' minds, and people started going on.

I do not know if their marketing research told them that an attractive price offer would attract Indians. But it worked. One never just come out of McDonald's spending only twenty rupees. We would end up spending more and that is the most important proposition McDonald's carried. They slowly removed that campaign from the fray and once they started attracting more people.

The message must also have clear communication. Clarity on the communication of the mission, vision, point of difference, values of an organization and product and the problems it may solve. We are talking about these elements regarding creativity, execution, or execution in terms of creativity. If you have this in mind, then your message and the creativity associated with that message would carry itself along with its purpose.

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Then we look at message strategy. It defines the goals or objectives of the advertiser. When you observe a marketing communication you should ask, what is this message trying to do? How is it trying to accomplish that goal? This is where we look at linguistic relativity, visual relativity, the creative aspects, the colors, and all the elements we have listed earlier. Let us start elaborating upon what we are discussing at this particular moment.

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Possible objectives associated with the execution part starts with defining the brand image. Then link a key attribute to the brand name like reliability, service, strength or technology. We have used several examples like mobile communications and phone manufacturers.

Promote a brand recall. Have you heard of this world Jod or Jodna? It means bond. Chances are you must have heard it somewhere. I will be talking about this in the next few sections, but just to give you a glimpse, you might have heard this related to an adhesive product like Fevicol or Feviquick. Jod or the bond has been used effectively to instill a brand preference or comparison. The tagline Koi Na Kar Paye, is another example of comparison. It means no one else can do this for and that is how they differentiate. Same product, similar usage, but the advertiser says that no one else would be able to do this for you. This is where the brand preference and the comparison perspective, kicks in. One conveys that their product is unique and you project your uniqueness.

Next you try persuading customers through engagement. Lays came up with a very big campaign and they engaged customers in developing the tastes of the upcoming products. They came up with a movie star as the brand ambassador and offers that if you send a recipe if it is accepted by the jury of Lays, then your name or your reference would come on the packs. You would be awarded and this generated customer engagement. You would find several reality shows and sponsor-based reality shows where these kinds of customer engagement become a very important kind of part.

Change or reinforce customer attitudes. Cash on delivery was a massively successful campaign by Flipkart. They started projecting that you can exchange the product any day you want. You can pay cash when the product is delivered to your doorsteps. You can even say reject the product if not found suitable. That kind of advantage given by the online shopping portal was a big thing for the market, and people started enjoying it.

Flipkart makes me remember that a few people have been utilizing innocence as the element in their messages. They have been picturizing young children communicating as adults with each other. While highlighting the features of several services and products, Flipkart offered a beautiful campaign? A wonderful storyboard, and that is how creativity has been executed. This

is what we call execution.

Stimulate response or action. Amazon has many products on its online service. They have been increasing the number ever since its inception. Their storyboards during marriages and Diwali, where it conveys that mother should not be going to the market because everything can be purchased online. The young children participating in the purchase have been projecting several goods in front of their parents.

The storyboard talks about parents losing the charm to go to the market and selecting goods and product for themselves online. They are introducing a new charm for online shopping. This is how Amazon made inroads. Try to generate a logical relationship of integrated marketing communication of portals. Analyze Amazon in terms of the customer influence by analyzing sales levels and whether it have increased. You would find a good relationship. Try to find that out on websites like Statista and other portals.

Transform the consumption experience and try and situate or place the brand in a social context. The Jaago Re campaign as mentioned is a very effective case study. Try adding social context or putting people in the front and highlighting the important issues of our society. I mentioned about one advertisement where females have been expected to do everything. There is a father of a girl, who is now a married woman is staying with her for one or two days. When he returns back, he leaves a letter for her, which is a beautiful thing. Not only does the message emphasize a social connection, but it stays in our mind, and is so closely associated with our lives.

Resolve social disruption and cultural contradictions. Festivals is a good example for it in a wonderful country like India. A secular country where everyone is respected. We find that kind of messages which are so attractive and raise peace and harmony and the true spirit of India. We have been celebrating festivals with each other, and you would appreciate the messages that resonate with the feeling.

I will highlight some elements in front of you, and will go for the rest of these elements in due course of time and subsequent sessions. Let me focus on three-four important aspects which we have just enumerated right now.

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When we talk of brand image, that refers to the general impression that a person, current or prospective customer, holds about a brand. Creative execution is associated with image-based advertisements. How do you project the particular kind of image? The focus of all the creativity is to carry forward the image in front of the customer.

We have covered this at length in the utterly buttery delicious Amul story. I would not reiterate that again. We talked about that beautiful small girl. We talked about the swoosh of Nike. Nike do not mention that they are talking to you about the specific shoe or footwear features. They are focusing on their sign, a symbol to be projected. Desh ki dhadkan by Hero Honda is almost on the same lines. There are several other campaigns you would realize where an image is being projected. An insurance company talks about reliability, dependency, and dependability, and such an image comes to fore. ICICI talks about the dependence on the beautiful service they offer customers.

That is not a unique feature. Almost all bankers have talked about service. But then they tried to project that their customer would be going through a sea of change in terms of the quality of service. When you enter inside ICICI, it is an eye turner in terms of creative execution. When customer enter inside the bank for opening up an account and they will take your picture. They will make you comfortable and they will do everything for you. They will open up the account with minimal issues. This has helped the organization and they have build up the image of banking itself and their organization at large.

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This is the importance of being effective in a crowded media environment. Otherwise, what would a bank say about itself; come inside and deposit with us? We offer almost at the same rate of interest, with maybe a slight difference. But would that be effective when you have so many reliable banking organizations already working in the country.

Clear differentiation from other brands is necessary. How do you differentiate? Several insurance companies have been talking about claims and settlements with ease. In the automotive sphere, claim or settlement with ease is important for the customer because a customer cannot wait for indefinite time for their claims to be settled and this is true for almost any insurance.

In health insurance, Star health insurance has been doing exceptionally well. While others are also doing well they have done exceptionally well. Their projection came through their communications, whichever way they are making, is quite effective in building up their brand image in due course of time.

It is effective for transnational companies as there are no linguistic nuances which are related to when we talk of brand image. Although the brand image is an aspect which is important for all, regional or national or transnational or whichever way you want to look at it.

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The second element I touched upon earlier is linking a key attribute to the brand name. The elaborative aspect of this point is when advertisers want consumers to remember the brand and associate with one or two attributes. We have talked about USP earlier, so the method is USP-based creative execution. An example is hot pizza delivery in thirty minutes or less or its free campaign by Domino's. The beautiful campaign work wonders for them exceptionally well and I like the characters in that campaign. I like them because the character is excited that he has asked for a combination of toppings. The route to delivery is not simple and they project that whatever the form of your order is, whatever the route is, they have all planned it well. Their operations are in place and will make it for you just the way you want it and will deliver you in time.

Every time the main character expects that they will be late and he would be getting a free pizza, but it never happens. Pizza is related to taste but when you order for home delivery, the moment you put off your mobile phone, you start expecting a bell ringing outside. I do not know why? We know how far the pizza outlet is. Yet we feel like it is not reaching us.

Head and Shoulders, we have talked about is also very successful, and they state that they are clinically proven. All these products have been talking about are key attributes reason to buy but do not require the consumer to think too much behind the reason. Associate themselves with the brand name and they should pick this product.

I remember a very effective campaign by VIP Alpha. Rural areas people do care for, and I will be talking about rural areas separately and specifically in due course of time to you in my next sessions where I will be specifically mentioning creativity in association with the products sold in rural areas.

Back to VIP Alpha. In rural or semi-urban areas, people care about the sturdiness and strength of the products. The suitcases from alpha were those products which were sturdy and could be hammered upon and still would not break. They created this image in front of the customers along with price effectiveness.

Remember the wonderful advertisement where Pankaj Tripathi is used by Sujatha food processor. When he says he can vouch that this it is the best food processor or mixer grinder with a heavy-duty motor. With his innocent face, Mr. Pankaj Tripathi express it beautifully.

Sujatha is doing good in this strongly competitive world of electrical equipment, wherein food processors and mixer grinders are struggling to find a space. This is what I am trying to put up as far as this key attribute perspective goes.

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The last element in this session that I would elaborate upon is promoting brand recall. There are three main methods of promoting the recall and the first one is repetition. Amul Cool, Tetley teabags, Nirma washing powder are some of the examples for this. The Close-Up advertisement is very beautiful, where they say Kya Aap Close Up Karte Hain? The classical tone of that line sung beautifully you wonder what you should do with Close Up. They do not say that you brush your teeth with Close up and that is what you call creative execution. They eliminated everything else and want to say that Close up is a genuine part of your lives. The next method of promoting is slogans and jingles. Kit-Kat came up with Kit-Kat break banta hai slogan. Everyone was looking forward to a Kit-Kat break, was the kind of perspective that they were able to successfully generate from this. One breaks the Kit-Kat into two parts and break it again into a third part, pop it into your mouth and say Kit-Kat break banta hain. Wonderful, successful campaign that has done exceptionally well for the product.

Airtel did well with their Har Ek Friend zaroori Hota Hai campaign while Tata Sky came up with Isko Laga dala to life jinghalala. The creative genius behind it has written a very beautiful tagline and did well for the company.

The final method is point-of-purchase branding wherein one has to be prompt through a look of isles or packaging prompts at the time of purchase. One has to be prompted through the look of isles while packaging prompts you at the time of purchase. It catches your eyes when you move around in a department store shop. Wheel a simple detergent is positioned in a good way. Another example is Calcium Sandoz. Have you gone to the medical store wherein you have found a special shelf occupied by calcium Sandoz? A package in the shape of dog sitting in front of you and a child accompanying you says that they want it. Children do not like eating tablets but the shape of dog makes them curious and which is where brand recall comes in. I will leave you with this thought. I will come back to you with other elements and elaboration of other elements, and thank you for bearing with me once again. Goodbye for now.