

Integrated Marketing Communication
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Lecture – 39
Creative Execution in Advertising – Part II

Welcome friends, we were talking about message strategy, and we have been discussing creative execution that is execution perspective related to creativity and how to take it forward? Here we try to analyse the remaining possible objectives regarding message strategy.

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We discussed previously of defining brand image, linking a key attribute to the brand name, and promoting brand recall. Now we are going for the next element. Before that, I want to remind you of two aspects which we have covered in the preceding objectives. One is related to image ads and the other of repetition.

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It is an expression with visual terms is important as a brand image has to rely on the visual impression of a brand. At a glance, one should get associated with that perspective. It can be in terms of a structure, a logo, a symbol, or a picture, and we have been discussing this here. One may use images to point to brand quality, attribute, or evoke a set of feelings about the brand.

I just wanted to remind you of the other element of repetition which we discussed earlier as well. It is done by buying many ads or frequently repeating the brand name within the ad itself. Frequency in repetition helps in generating a consistent recall. This is why there are several ads, like Nirma, utilizes this method. They have been repeating, washing powder Nirma and in their general bathing soaps, Soundariya Sabun Nirma in order to generate the recall.

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The 4th objective is instilling brand preference. There is an element of influential association, and we can look into methods and examples wherein one is feel-good ads. For example, Kodak advertisements are related to memories of our lives. Several kinds of memories have been generated as far as that Kodak campaign goes that touch people's hearts. Then Coca-Cola shares happiness, and Kuch meetha ho Jaye of Cadburys has been a wonderful success.

Several humour elements are associated with as far as effective association aspect goes. Mentos went for marketing or communicating about a chewing gum. What do you say? That you keep

chewing forever and ever, or it will stay in your mouth for a long time? No. You just cannot.

Hence you just have to bring in some emotional aspect, which can be brought in through humour. Since you want to gain the aspect of attention and recall and rest the product will do. That is where the campaign Dimag ki batti jalao came in? You chew that gum and dimag ki batt, and light switches on in your head as you have it. Another campaign is the Seedhi baat no bakwaas by Sprite which was a success. It had a very strong recall value, similar to Mentos. The campaign talked about intelligence associated with humor. Many a times a product is not so differentiable. It is positioned and you must move it up the ladder. You have to be creative and the communication does all the magic, and that is why I always call it a mesmerizing world of integrated marketing communication.

The Ramesh-Suresh's campaign of 5 stars was a big success. Just watch all these examples and you will enjoy these advertisements. Probably you will get yourself associated with the subject in time, as it happens with me. Watch short clippings of thirty seconds, sixty seconds, one-minute maximum 4- or 5-minutes advertisements. Within 15 minutes, you feel like you have seen almost every emotion in front of you. That is the beautiful world of integrated marketing communication and advertising. I have just enumerated 4 or 5 examples here and if you sequentially watch those you would realize you have gone through humor and you have gone through some feel-good perspective. The bhaiya ye dewar tootti kyu nahi hai by Ambuja cement is an again excellent kind of humourous campaign wherein it generated recall.

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Next one is to persuade customer through engagement. It is the job of communication to engage the customer. There are several methods for this like reason-why-ads? It is traditional wisdom that you massage your gums and teeth with salt, which definitely helps. Colgate utilized it and introduced salt as an ingredient in one of their toothpaste.

The kya aapke toothpaste mein namak hai was an explicit statement wherein a perspective has been given to the customer, and that was the kind of USP of that toothpaste. There are several insurance and mutual fund ads that talk about benefits or why you should be ensuring a mutual fund campaign? They try to speak on the reliability you may enjoy as far as investing in the mutual fund goes, although they always disclaim that mutual fund is subject to market risks.

The next method is hard-sell-ads which includes the one-time-only sales, limited-time offers and online shopping use this in abundances. During the Diwali sale, you can find several advertisements on all the platforms about limited time sales or special sales. Next is comparison ads, like Mac versus PC ads, which emphasis the cutthroat competitive perspectives related to ads. There is lots of competition exerted through those ads and Coke and Pepsi and Huggies and

Pampers are main examples.

Testimonials is the next method. One thing which is very important for us to understand is all of them can work, and we have to keep on drawing from one to the other as well lots of integrated marketing communication research is being done to conclude that what kind of thing we have to choose in terms of pursuing which kind of an objective?

Can we use one method enumerated under one objective discussion along with the other objectives we are pursuing? We can and remember that there is no specific formula, but it is a wisdom that I am sharing with you through examples which can give you an insight that this specifically happened in such case. It that can be repeated as a model with some customization in similar cases.

Testimonials include the example of Incredible India, where Mr. Amir Khan appeared in that advertisement. Sensodyne is another where there is an expert opinion from a dentist to people who comes in with feel of sensation in their teeth while eating cold or hot. This matter because people here is a specific target. The ones going through that experience look for such a product. If you go precisely for such kind of a testimonial, wherein you bring in someone who is a doctor, that testimonial helps. Dove, is brand who use common people in testimonies and several advertisements.

MDH masala has a testimonial of their leader himself. Many people enjoy credibility put forward in testimonials by common people like the Lalita Ji saree advertisement we have discussed earlier. Then comes in the method of demonstration brilliantly done by Gillette razors.

Final method is Infomercials mostly used by weight loss and fitness products. Here the information about the product, its uses, details on how to operate are all put forward and explained.

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Let's now move on to the next objective which is changing or reinforcing customer attitude. This is a tough deal, and marketers try to change behaviour by anxiety inducing advertisements. This is not a preferred methodology. People who have been developing such kinds of messages have changed their stance later because they feel that their customers should not be feeling anxious at the end of the day.

We would not go into the debate of to what extent the messages are true? They are not completely false. This is a proposition that draws your attention as they talk about their products. They want to get associated with you, but it can vary to a degree in several cases and several

products.

We will discuss that widely when we refer ethics related to integrated marketing communication later. Procter and Gamble, Listerine, Saffola, Fair and lovely have been talking about and bringing such anxiety inducing advertisements. There are several examples of this kind of emotion and is used as a perspective to change the customer attitude.

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Stimulate response or action is the next objective where you try to scare or motivate the customer into acting. This is just one aspect being projected, but it does not mean to scare the customer. Here they uses the fear appeal advertisements, such as the one in anti-tobacco campaigns. How do you deviate a person from the usage of tobacco? Everyone knows that tobacco is harmful to health.

You are not scaring but putting up something which tells the person that this is harmful. Definitely this would create that kind of a picture. How do you stop people from driving irresponsibly in the road safety ads? What elements to put in climate change advertisements, and other campaigns that have earned lots of laurels and acclaim.

Today people have started discussing about the sustainable living. Today people care about wildlife. Today people talk about that environment. At least it has become a part of discussion amongst this generation. Thanks to such kinds of advertisements related to great causes you try to stimulate response or action.

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Moving on to another objective. Transforming consumption experience. American Marketing Association defines transformational advertising as associating product usage with certain feelings, images, or meanings that transform the experience of using the product. There is the campaign by Google, Bolne Se Sab Hoga, showcasing the voice command which Google has introduced very successfully.

People have started switching on the Google app and asking Google, for a piece of information about a product, or service, or restaurant nearby, a medical store nearby or the meaning of some specific word. Yet the adaptation of people towards such application is a long process.

Why? People must remember that they should be searching this way. They have to just click it on. They have to talk to Google, which is what Google wanted. This is where usage and consumption and consumption experience come together. Coca-Cola, as I said earlier, used

feelings for pursuing one of their objectives, and are putting up a consumption experience by inviting people to hug their vending machine.

This was a very successful campaign for Coca-Cola. They have been creating several kinds of experience-based campaigns or transformational ads for people to come closer to their products or get involved. This transforming consumption experience is related to generating further deeper involvement of the customers in due course of time.

When people go to foreign countries to work, they call back home. Coca-Cola created a scheme wherein you carry the cap of one of the bottles of coke and use it as a coin for a specific period to call back home on any of the telephone facilities available. This was a very successful campaign related to bringing people closer as far as your product and your perspective goes. Transformational ads focus on customer involvement.

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Situate brand in a social context is our next objective. In this beautiful element we keep talking about social aspects, social problems, and social issues around us. Several products and organizations have been discussed already like the case of Jaago Re. One method employed in this objective is Slice of Life ads. Desh ka namak was put forward by Tata salt associating a feeling of patriotism. There was also a very beautiful campaign by Procter and Gamble involving Mom's ad.

This Mom's ad shows a storyboard, wherein mom reassures a boy and a girl to have the courage and strength when the confidence of the young child gets shaken up. This campaign shows almost 9 or 10 sports stars. The sports stars recall the moments when their moms have been assuring them and the very beautiful campaign did exceptionally well. Procter and Gamble, on one side, have been using a different kind of perspective as the anxiety element was used to pursue a certain objective. On the other side, they have used the element in the social context through slice-of-life ads, and did exceptionally well.

Hamara Bajaj has done very good branded entertainment product placement. This has been a very innovative thing going on many years, placing a product within a storyboard in a movie or a show. However, it should gel. The movie Krish was targeted towards the younger audience primarily. Youth also watched that movie and it was a successful series.

Younger audience fundamentally was the basic target, and they enjoyed that movie well and Mr. Hrithik Roshan was shown as a superhero. Since the movie targets the youngsters and he is a superhero, Bournvita gels with that. Hrithik Roshan drinks lots of Bournvita there, and mothers started saying that when Krish drinks Bournvita, why do not you?

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The tenths objective is resolving social disruption and cultural contradictions. In a large world, we have several thought processes, several perspectives going on, and several cultural elements. These are also the aspects that can be pursued or which companies have been pursuing in terms of defining their storyboards narrating stories around their products or associating themselves logically with the issues and aspects that have been discussed.

They can well resonate with those meaningfully. Sindoor Khela campaign for the Times of India is beautiful. It works with their persona or, product and the brand image which they want to pursue it gets resonated with.

Procter and Gamble Shiksha's campaign was successful. Mr. Anupam Kher appeared as an icon there, which worked very well and drew attention from the customers' sides. Little contribution can do a very large thing was the message as they started showing that many schools are affected positively through your contribution whenever you are purchasing our product.

It is very interesting as in that moment customer gets deviated for a while. I have been using a X kind of a product, and one think for a while what if I start using this product. This would be taken as a trial and would enable some contribution towards a bigger cause. A little contribution can swell into a big change later on.

There was a very interesting campaign of HUL, the shower campaign. A shower in the middle of the desert, in a small village, and a villager is passing by. He looks at this glass shower and enter inside. As soon as he turns the knob, the water starts flowing, and the first thought which comes to the mind of this villager is to drink that water. Since there is water scarcity in several parts of the country where people have to make extra efforts to get water for even drinking. Soon people start coming in and they make a queue for drinking the water and collect the water. This beautiful clip also has a part where young infant drink the water. Her mother is feeding her with water. Then a caption comes in, stating that half of the village could drink the water from this it while one person in the urban area could not even take baths with that kind of water. This is the kind of comparison portrayed in terms of saving water. It worked a lot and is associated with a greater cause.

Go safe outside was another very successful campaign by Hamam and Lifebuoy had their Swachh Aadat, Swachh Bharat campaign in similar vein. Lifebuoy has repeatedly been coming up with the association of health and cleanliness, and this campaign brought so much to life as far as Lifebuoy goes. I would be stopping here. We have gone through a sequence of probable

objectives and there still can be many.

One thing which is very important for you to remember at this stage is that when we talk about creativity, execution, message strategy, and these elements, start watching lots of campaigns, videos, clips, pictures. Different objectives are being pursued by the same organization, and now you start enumerating the differences or the similarities you find in that kind of message. Correlate them with the methodologies I have exemplified before you for pursuing this kind of objective. Then you would learn that this is how creativity comes into play and how creativity becomes a reality. Goodbye for now. I will see you next time.