

Integrated Marketing Communication
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Lecture – 40
Creative Execution in Print Advertising

Welcome back, friends. This is the last session associated with the execution of creativity. After discussing the objectives related to message strategy we now move towards the message tone. One example will justify the preceding discussion, and then we will go for creativity and execution in the case of print to emphasize it. We will link print advertising to other and then further we would be talking of these other modes of integrated marketing communication in the course of time.

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The element of message tone is related to affecting the way advertising copy or script is written. The way people feel about an ad and the relationship that the ad creates with consumers. We commonly say that, what is the tone of the message when you write to a friend through a mail. The tone of the message can be upbeat, energetic, wholesome, light-hearted, helpful, clinical, angry, dreary, or sad. Vocabulary can be same, but tone can change the effect of the vocabulary. One can make the same sentence casual or very formal, and that is what an intelligent creator uses when they want to project advertisements in a specific manner.

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The next element is the production and design decisions. This includes the decisions on aspects such as color, design, layout, type selection, sound lighting, casting location, and staging. One must visualize the narrative storyboard. I remember an important advertisement where Mr. Akshay Kumar was picturized as comparing women's hygiene with their male counterparts' smoking.

It was a very successful campaign and generated lots of discussions. Since hygiene and health of women are very important. People have not been realizing it, directly affecting the health of the subsequent families. As far as the layout and of things go, we will be referring to those when we would be talking about print element or creative strategy execution or creativity execution in terms of the print.

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Let us make better understanding by taking the example of Fevicol. It is one of the most interesting kinds of campaigns in the field of integrated marketing communication. The parent company of Fevicol is Pidilite industries limited, and the advertising campaigns of Fevicol shifted the entire brand to a low involvement category, which means it was seen as an adhesive. Fevicol is now the main adhesive of choice even though customers are aware of others adhesives as well.

That is how the brand value of Fevicol went up. When you generally go to a shop and ask for an adhesive, you mostly ask for a Fevicol. The brand name has become synonymous with the product, which is what these campaigns has achieved. The low involvement category brand of Fevicol was converted into one that enjoys recall and equity to a larger level.

Ogilvy was the integrated marketing communication partner for creative aspects with Fevicol. They have won around 99 awards for their campaigns. Some of their memorable taglines include Dum lagake haisha, one of the initial campaigns where elephant was picturized, and the bond of Fevicol was suggested.

Then came zor lagake haisha was also a very strong campaign that worked well, and then the sequence came in pakde rehna chodna nahi. The bond created by Fevicol would never break. In the covid period, Fevicol came up with a campaign wherein people used Fevicol to join chairs and tables to each other so that people cannot sit on those chairs in restaurants.

In this social distancing era we want people to sit far away from each other. Fevicol utilizes this and they put up a marker that Fevicol is used here. People could notice that they picture that on camera and it came up as a very beautiful campaign. Watch it on internet and you would realize that this is how they have been capitalizing upon their strength to support the social cause.

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There are more famous advertisements by Fevicol. Firstly, as mentioned advertisement by Mr. Piyush Pandey on the dum lagake haisha theme. Then there was hen and egg advertisement, which invited lots of attention. Here a person cooking is unable to break the egg while preparing an omelette. They show the hen that laid the egg was feeding from an empty Fevicol tumbler, symbolising the adhesive property of the product.

There was also the Rickety bus advertisement, where a bus was carrying Fevicol banner at the back. The Moonchwali campaign was very exciting where, in a play a girl gets moustache stuck up on her upper lip. The sofa advertisement is slightly longer, but it is another wonderful example. It takes you through different cultures of India, different households, and different levels.

A newlywed couples whose parents gift them a sofa, and they sell it and someone purchases it at an auction. From there it goes to a different town and a place, and then it is thrown away. Even after passing through so much turmoil or passing through so many stages, it remains intact, and that is a wonderful narrative of how Fevicol lives by.

Mazboot ka jod hai, Mazboot was a 2020 campaign by Fevicol. They conveyed that Aisa jo lagaye aache se acchana tod paye, meaning, whatever the efforts you would put in breaking the joints created by Fevicol you would not be able to break it. One must watch these great advertisements. You can just go to the platforms and click on those advertisements and campaigns and find that you start from the beginning and continue until today. You would realize that this simple theme has been pursued in many aspects.

Meanwhile you start imagining how it has entered into our households in our lives, in different sizes of packings, large tumblers while you get your house painted or, as small tubes on your study table. Different types of packings for different purposes yet the same kind of product for multitude of usage. It has become part of our lives, and that is what this campaign did to Fevicol. It has been almost three decades since these things have come through, and it has done exceptionally well.

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Mr. Bharat Puri, the managing director of Pidilite Industries, says that Fevicol's journey is characterized by two things, Atoot rishta or an unbreakable bond and Innovation. Fevicol strives for the positioning of unbreakable bond and while bringing in innovation. Innovation can be from the side of usage or innovation in perspective. The key elements in advertising used by campaigns of Fevicol are humor and innovation. This have given them repeated value without a fatigue factor.

This is how they have stabilized themselves as a product. Its consumer engagement initiative includes a free store, Fevicol room at Lalbaugcha Raja, Kumbh Mela activity and Fevicol Runners at Mumbai marathon. Lalbaugcha Raja is about Ganeshji when Ganesh Chaturthi is celebrated in Maharashtra. They have associated that with that large festival which is very passionately celebrated in Maharashtra. Similarly they immersed in Kumbh Mela activities and Fevicol runners at Mumbai marathon are as extended communication programs.

They have associated themselves with several similar events, and they have also gained attention, and people have regarded them in due course of time.

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Now I would be moving on to creativity execution in print. Let us take a look at the elements of print advertising. Layout is the first element when we were talking about the message tone. How are these elements of print advertising related to creative execution and strategy execution? The layout is a blueprint to position and size print elements like headline, body copy, visual, tag line and signature.

The next element is headlines. The headlines are the considered as the most important element of a layout. You will stick with the adjustment or the message if the headline catches your eyes or if it rings a bell. David Ogilvy said that, on average, five times as many people read the headlines as they read the body copy and that unless your headline sells your product, you have wasted 90 percent of your money. Ogilvy would have gone through lots of experience in research in due course of time. This is where the headline becomes one of the most important parts regarding layout.

There can be different types of headlines. One can be direct, like Rolls Royce advertisement stating that at 60 miles an hour the loudest noise in their new car is from the electric clock. They convey the message that they are so quiet and calm that only the electric clock makes sounds. When you are putting up something on a print, you cannot generate sound out of it but you can put up a line that creates imagination in your mind.

This is exactly what Rolls Royce tried to bring in. The cabin is so calm and quiet that the engine is so quiet, although it is a powerful vehicle. You suggest with the headline and move into the further lines related to the advertisement.

Next type of headline is Wordplay. Consider the example of Dhoni takes The Highway, Mahi Way. Highway Mahi Way brings in rhyming with this headline. Another type of headline is when you put up questions. Do you know if your shampoo has paraben? Can you ask any direct question which gains attention? Once you have put up a question, one person reads that particular question, and the person would like to have the answer there itself. Then the reader or the respondent or the consumer would go further into the details of that answer.

Then we have reason why type of a headline. Eight reasons why you should immediately change your phone? Why should you not be doing this? Why should you be doing this instead? Just when you wonder why you should change your phone, then they give you eight reasons. Finally, we have heart to heart headlines. No, you do not need to please everyone, and why you should even try that. Everyone could pass through this phase in their lives and can feel tired of pleasing everyone. You cannot make everyone happy.

Why should you try to make everyone happy and this an example of heart to heart headlines. Everyone passes through such emotions. When someone is passing through this feeling, these advertisements could definitely it will gain their attention.

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Moving on we go into the discussion of a body copy. Once the headline has gained your attention ninety percent job has been done as per Mr. David Ogilvy. It now comes to the larger copy or the main text of the advertisement, which is developed to corroborate a claim, provide an explanation and recapitulate the evidence, to do its job. Once the headline has done its purpose, there is a larger probability that people will go till the end.

There are some examples of excellent body copies that I want to bring to your attention. “This is an ad for men to hire more women in leadership roles. We are all worth it”. L’Oreal Paris brought a very interesting body copy and highlights the issue of women’s role in the workforce. L’Oreal was able to resonates their products with this advertisement and hence created a lot of buzz.

You put up this thing to gain larger attention from the side of the customer. We have given a whole body of text, associated with campaign regarding autism. I would not read the complete text for you here and I urge you to pause it and read it. You will realize that gaining the attention of people with autism is not an easy job. Many people have this in their life and they have people who are associated with them as well. The body text, written before you, would generate a thought process. I assure you after reading it you will start surfing for what autism is? How does it happen? What to do in such cases? How to help those people, or how to make them happy? How can you be happy with them?

This issue requires lots of effort, and that comes through words. Words which one should keep on reading. There is another example of a beautiful campaign in which jungle sound studios recorded 613 words and printed them as sound waves. This was one of the most watched advertisements or on messages, and is slightly longer. They captured and utilized it, for creating words out of those sound waves. They captured sound waves and is a beautiful campaign but in print, it has to be expressed like words. What words can you use to expressing when you capture those sounds. It is a beautiful example and do watch actual clipping on internet and then correlate it with the print advertisement. One will realize the intelligent perspective they have utilized all through.

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Moving ahead we have Visuals. It is one of the most important parts of the print layout and is usually the first element to be noticed in print. It grabs attention and conveys the message. One does not have to write so much if you can create an impactful visual. It clarifies the claims and

provides continuity for the campaign by using a unified visual technique in each of the advertisements.

One important technique employed is known as the visual path. It takes the viewer's gaze to a specific element. Two notable shapes of Z and F are used for this. When you put something in a Z shape, your eyes start moving from one corner to the other corner and then come down and then move right. In case of F, eyes start moving from the right side to the left, comes down, moves right, and then comes back and goes. This visual path is a technique that has been very useful in creating copies or layouts. An intelligent creator utilizes science and especially the understanding of the behaviour of humans for creating these copies that reach us.

I saw a full-page advertisement in a newspaper by Hero motors. They were talking of a completely black version of a motorbike recently launched. It was called stealth version, and famous cricketer Mr. Virat Kohli was shown in that advertisement. The page was almost completely black with photograph of Mr. Kohli and the bike is also black.

We have been talking the layout, the body copy and the visual impact. Now we will talk about Luscher, and his science and school of thought that's utilizing colors. Colors have been integrated into part of everything that we do in integrated marketing communication and print layout. Print advertising has been taking a very big advantage out of it.

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Colors portray emotions. It is a reason why you try to choose several kinds of shirts or apparel or to give specially messages without words and complement the message in case of words. Colors have a complementary role, although they can dominate the complete situation. Put up colors on the font and if you have a five-alphabet word, choose different colors for each alphabet. This make sense if you want to go for advertisement related to Holi, festival of color in India. Brands often prefer specific colors to portray their image and personality. The famous case studies are Coca-Cola, Pepsi and McDonald's. Different organizations use different colors to stand out.

Luscher's color psychology has been an important contributor to everything. According to this psychology, blue talks stands for the depth of feeling. It is passive, concentric, tranquil, calm, and tender. Watching the blue while staring into the sky brings these emotions. Green talks about the elasticity of will. It conveys the elements of defensiveness, persistence, self-esteem, and assertion of pride. Red is related to force of will through the emotions of aggression, competitiveness, action, desire, and excitement. Yellow is spontaneity, showcasing aspiration, eccentricity and being projective and active. McDonald's is projective, Coca-Cola is what force of will, aggressive and competitive. Violet stands for identification and emote charm, enhancement, wishful fulfilment. Brown indicates bodily senses and displays the condition of

body. Black talk about nothingness, surrender or relinquishment.

Although the advertisement I mentioned just now the black stealth model of Hero does not talk about nothingness. There can be exceptions. You should not look at it as a paradox or a contradiction. The black color is used by stealth and hero motors as an advertisement layout. Black is definitely very attractive on vehicles. When one see a black limousine coming in front of them or a black Mercedes SUV, several meanings are associated with it.

These meanings when Luscher talks about the color psychology is more related to the preference of people for colors and which resonates with their personality types. It is more associated with personification of human beings in their minds, while being identified through the choices of their colors. I do not know if that same personification can be exactly replicated in terms of product and product choices.

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The psychology of color is not that simple. I was confused between this Hero motors advertisement and the black nothingness. Yellow can be associated with happiness but also symbolizes paleness.

Brown may be used for rugged appeal, and stir appetite. Chocolate does that. Hence the brown color of chocolate makes sense. Success depends upon perceived appropriateness. Famous examples of color association with integrated marketing communication of several brands are displayed.

Red with Coca-Cola, yellow with McDonald's, blue with Tiffany's, Facebook and IBM and purple by Cadbury's. Google use multiple colors and says or portrays that they do not follow the rules. They are open to everything. This how colors became one of the most important parts of the layout.

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Typography is another important element that portrays the message in the words that will appeal to. To remain in your mind, it should have complementarity to other elements. Legibility of lettering, and color of text are key in selecting typography. Famous type phase used by companies include Myriad by Apple, Clarendon used in WW1 for proclamations, and Avant Garde Gothic by Adidas.

This is how they have been using that effectively for several purposes. Here I end this discussion on message strategy, creative execution, or creativity in execution. We have talked about creativity a lot. We started by understanding creativity, and we reached a stage wherein we

collated creativity with almost everything we saw around us.

Then we started focusing on the perspective of creativity in terms of integrated marketing communication, advertisement especially. Then we went ahead with executing creativity, and now we have reached a situation where I leave it up to you how to experience that? How do you get associated with creativity? How to look at integrated marketing communication, especially advertising, with a view of creativity?

As I said at the beginning of this sequence of creativity-based discussions, IMC is one of the most prominent elements of the marketing mix, and creativity is the most important element of Integrated marketing communication, especially advertising. Thank you for bearing with me. I will see you next time. Goodbye for now.