

Dissertation Report

On

Importance of Creativity in the Advertisements

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Declaration

I Shashank Sharma, 2K11/MBA/62, student of Delhi School of Management hereby declare that I have pursued a research study on the topic “**Importance of Creativity in Advertisements**” under the guidance of Dr. Richa Mishra, Assistant Professor, Delhi School Of Management. I also declare that this work has not been submitted in part or full to this or any other organization/ institute as part of any project work by me.

Acknowledgement

It is indeed a matter of great pleasure to present this project report on the topic **Importance of Creativity in advertisements** to The Head, Delhi School of Management. I gratefully acknowledge my profound indebtedness towards my esteemed guide Dr. **Richa Mishra, Assistant Professor, Delhi School Of Management** for her invaluable guidance, excellent supervision and constant encouragement during the entire the project work. I also take the opportunity to thank **Prof. P.K.Suri, Head, Delhi School of Management** for being a constant support in deciding the framework of the research study

Last but not the least; I would like to express my heartfelt gratitude towards my parents for their constant encouragement & support.

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Executive Summary

In today's media landscape where it's very difficult to shape consumers attitude and intentions and move them to next level of buying process, advertisers find it even more difficult and challenging to break through the clutter of competing advertisement. The advertising industry has experienced dynamic changes over the last several decades. The changes have been good in terms of Technology advancement, Medium and more methods to attract consumers and on Creativity. This study represents how creativity impacted advertising, also understanding the value of creativity in advertising through the review of various literatures. The importance of creativity factor in advertising has got wide recognition by many researchers, practitioner, but there is a miss of true & systematic research to define advertising creativity and how it relates to ad effectiveness. The presented review study tries to come up with some evidence of creativity by reviewing expert views, past literature in advertising, studied advertising campaign and marketing activities. The study discusses different forum on how creativity works, and what makes an ad to travel good or poorly. It summarized the value of creativity in advertising through Expert interviews, published material and related secondary data to understand the logic.

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CHAPTER-1

INTRODUCTION

ADVERTISING.

1.1 Origin of advertising

The origin of advertising does not lie in the modern industrial age, but it has its roots in the remote past. Thousands of years ago most people were engaged in hunting, farming, or handicraft related activities. They used to barter products among themselves. Distribution was limited to how far the vendor could walk and distribute, advertising was limited to how loud they could shout. Perhaps the earliest form of advertising was simply the trader shouting out the fact that he existed and naming what he had to sell in the local market place.

As an instrument of marketing, advertising was an effective through multiple sales people reaching many people at one time. Then it had used the media as a tool.

The American marketing association defines advertising as “*any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor*”. Advertising doesn’t change the physical properties of the product but then also it is the most compulsory expense for creating demand for the product.

1.2 Impact of advertising

Advertising plays an important role in today's competitive business world. It provides benefits to Manufacturers, Retailers, Customers, Salesman and Society as well.

➤ ***Introduces a New Product:***

Advertising is used to introduce a new product in the market. It helps to compete with established brands and, thereby, ensures the survival and success of new product.

➤ ***Creates Demand for Product:***

Advertising creates demand for the product. Advertising spreads information about the product or services and makes consumers aware about it through various mass media which has a positive effect on the mind of the people and creates demand for the product.

➤ ***Expand Market:***

It helps in expanding local markets, to national level and even to international level. Trading at national and international level is impossible without advertising.

➤ ***Assists Personal Selling:***

Advertising reaches a prospect before a salesman could. The prospect is well informed through advertising makes the salesman's job easier.

➤ ***Building Brand Image:***

The purpose of repeat advertising is to make people more brand-conscious. Once a good brand image is developed, buyers generally become brand-loyal. Money spent on advertising is a long-term investment to build brand and company image.

➤ ***Reduces the cost of goods:***

Advertising generates more demand, which leads to large scale production and distribution. This results in economies in large scale which in turn reduces cost of goods.

➤ ***Persuades prospects:***

Every competitor makes superior claims of his product. Therefore, a prospect needs to persuade to buy products. So, the role of Advertising is not only to inform but also to persuade.

➤ ***Employment:***

Advertising provides employment in the field of advertising to copywriters, models, etc. It provides indirect employment in society due to large scale production and distribution.

1.3 Role of advertising in marketing mix.

Marketing mix refers to advertising combination of four elements of marketing useful for large-scale marketing. Such elements are: Production, Price, Place, and Promotion (4 Ps).

According to W.J. Stanton “Marketing mix is the term used to describe the combination of the four inputs which constitute the core of advertising company’s marketing system: the product, the price structure, the promotional activities and the distribution system”

Advertising and elements of marketing mix:

➤ ***Advertising and product:***

Product is the core element in the marketing mix. The market demand finally depends on the popularity and utility of the product. Popularity again depends on the Quality, benefits and uses of the product. It is necessary to give publicity to physical and other features of the product. Such information needs to be communicated to the prospects through advertising.

➤ ***Advertising and price:***

Buyers are always sensitive about the market price. They shift from one product to the other due to quality or price. Price charged should be reasonable. This is necessary for the support and co-operation of consumers.

➤ ***Advertising and Place:***

Place relates to physical distribution which is possible through various channels of distribution. Advertiser has to decide whether to adopt direct or indirect channels of also useful for large-scale distribution. Advertising plays a crucial role to ensure smooth distribution of goods and keep the consumers well-informed.

➤ ***Advertising and Promotion:***

Promotion is perhaps the most important element in the marketing mix. Companies introduce sales promotion campaigns for capturing market. Price discounts and schemes like buy one, get one free are also offered as sales promotion. Various sales promotion techniques are introduced at the consumer and dealer levels. Window display, provision of after sales services and cordinal public relations also facilitate sales promotion. Massive advertising is useful to support the sales promotion campaigns.

1.4 AIDA Formula in Advertising

The AIDA formula in advertising was suggested by E.K. Strong in his book “the psychology of selling.” This formula suggests the steps in the process of advertising. The term AIDA is a short form derived from the four words:

A → ATTENTION
I → INTEREST
D → DESIRE
A → ACTION

➤ *A = Attracting Attention:*

It involves attention element of an advertisement which „catches the eye“ and attract attention. A person is likely to be attracted to advertisements which concerns him and will be useful for him. In order to attract the attention of reader, it is necessary to provide relevant information.

➤ *I = Moving Interest:*

This is the second step to consumer’s response. It is called “from eye to mind” or “from attention to interest”. As attention should be favorable, interest also should be favorable. All good advertisements start with consumer’s point of interest. An advertiser’s approach should be to establish with the consumer, who is advertising prospective buyer for the advertised product

➤ ***D = Creating Desire:***

The main job of advertising is the transformation of an interest into advertising desire in the consumer's mind for possessing that product.

Some methods for creating advertising desire which turn product interest into a buying desire.

- Present benefits that the consumer will gain.
- How to use or operate the product?
- Show the troubles that can be avoided by product purchase.
- Use prestige, pleasure and social approval angles.

➤ ***A = Securing Action:***

This is the last stage in response to the advertisements. It prompts action and turns prospects into buyers of the product. It is very important stage because it decides the success and failure of advertisement. Complete information including price of the product, quantity, etc., should be given to help the person to make a purchase decision. Similarly, expected action can be secured by adopting various techniques such as, gifts, samples, installment facilities, free demonstration etc. by using phrases "Don't delay", "Buy now", "sale", "Limited Stock"...etc. action is generated.

1.5 What advertising agency represent?

- An independent business organization.
- Composed of creative people.
- Who develop, prepare and place ads in advertising media;
- For seller seeking to find customers for their goods and services.

Advertising agency offers specialized services to its clients by charging certain fees. An advertiser prefers to transfer the entire responsibility of advertising to such agency rather than looking after all details regarding the entire advertising work. Advertising agency is a service organization. Large companies prefer to use the services of such skilled, professional agencies for extensive and effective advertising. Similarly, large majority of advertisements and effective advertising. In fact, advertising agencies represent the core of the advertising profession.

The agency has writers, artists, media experts, researchers, television producers, account executives and other experts. Agency specialists works together to analyse the clients business and prescribe advertising course of action to keep the business healthy.

The American association of Advertising Agencies, (AAAA) defines advertising agency as “An independent business organization, composed of creative and business people, who develop, prepare and place advertising in advertising media for sellers seeking to find customers for their goods and services.”

CHAPTER-2
LITERATURE REVIEW

THEORETICAL LITERATURE

The theoretical literature was reviewed mainly for providing a basis for empirical review. This was accomplished by reviewing the related theories and models and by developing a conceptual framework for the study based on the theories.

Several theories have been advanced to explain the impact of Creativity in Advertising on Communication-Effect and Purchase Behaviour. The review of these different theories includes:

- 1) Theories of Advertising
- 2) Advertising Communication Models
- 3) Consumer Behavioural Models and
- 4) Theories of Advertising Creativity.

Theories of Advertising

In the literature, instead of one proven theory, there are at least four distinct, alternative theoretical formulations of how advertising produces its effect. Weilbacher (1984) summarises these four theories.

Pressure - Response Theories of advertising assume that advertising effects are a function of the advertising dollars spent or messages received. It also assumes that stable relations exist between advertising pressure and advertising effect. This theory tends to ignore the quality of advertising creative work in causing advertising effects.

Active Learning Theories of advertising assume that advertising conveys information that leads to attitude change and, in turn, to changes in market place behaviour. Low Involvement Theories of advertising assume, at least in some advertising situations, that the information content of advertising is not of importance to the consumer and that it tends to be passively stored rather than actively evaluated in relation to consumer reactions to products and companies. In this conception, advertising effects cumulatively increase brand relevance or salience, result in changed purchase behaviour, and lead to revised attitudes only after the brand has been purchased or used.

Dissonance Reduction Theories suggest that behaviour may lead to attitude change and that newly formed attitudes are reinforced and stabilised by information from advertising.

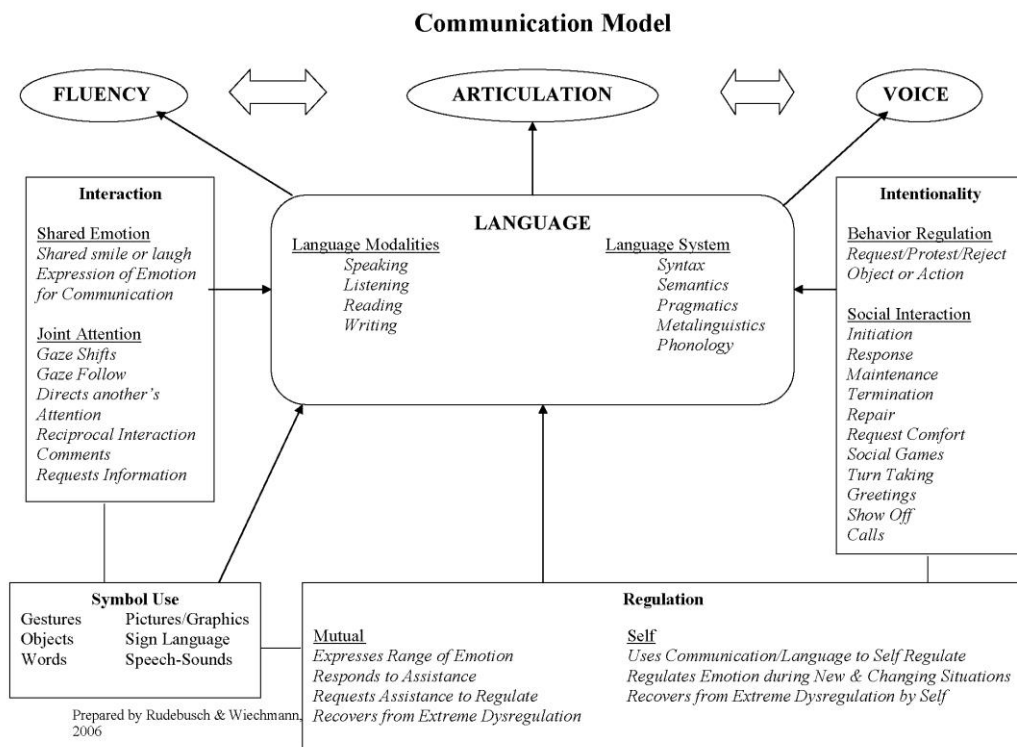
This review of theories in advertising suggests that there is no consensus about how consumers interact with advertising or how these specific interactions do not lead to particular results in the market place. All theories, except Pressure-Response theory, involve three elements: Learning, Attitude Change and Behaviour Change. The difference is only with regard to the sequence of these elements and therefore three theories follow three different sequences.

Learning 3 Attitude Change 3 Behaviour Change (Active Learning **Theory**)

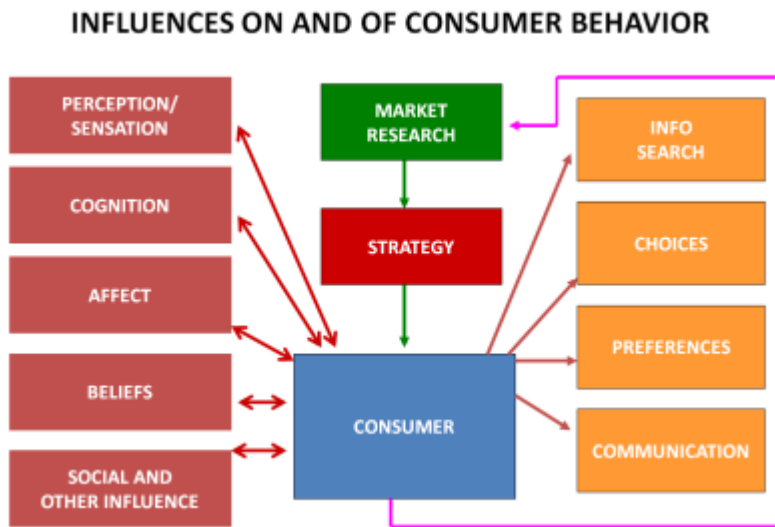
Learnin!?!? 3 Behaviour Change 3 Attitude Change (**Low Involvement Theory**)

Behaviour Change 3 Attitude Change 3 Learning (Dissonance Reduction)

Advertising Communication Model



Consumer Behavioural Model



Theories of Advertising Creativity

Chanda et.al. (1990), while reviewing the Advertising Creativity strategy, introduce the "Synectics approach" of creativity propagated by Barron in 1968. According to him, creativity is basically the generation of new and innovative idea or using old ideas in a new way from unsuspecting angles. He adds: "Synectics in operating depends heavily on two mechanisms: Making the strange familiar and making the familiar strange. The first of these is a search for similarity; when confronted with a new problem, we ask ourselves whether it is not an old problem. Seeing even partial resemblance may lead to the application of familiar strange. It is a way of shedding preconceptions and perceptual habits. Innocence of vision and ingenuousness characterize the creative individual. If these qualities can be cultivated the novelty of invention and problem solution can be increased.

Chanda et.al. (1990), also review a way of approaching the creative thinking process called 'Lateral Thinking'. Lateral thinking involves the calculated restructuring of established thought patterns and relationships. It is the ability to rearrange knowledge and thoughts in new and unusual ways so that fresh and unanticipated views of the writer's subject suddenly emerge. This creative process of new thought connections finds new and unexpected relationships between people, events, and things;

it follows unlikely or unusual thought patterns; it mixes old knowledge and new; it adds unanticipated metaphors, similes, overlapping meanings, slang sayings, unusual combinations of words and images, and inexact recollections of the past -- all of these to create a new or unique statement or picture of a particular subject. They put it: "The most basic principle of lateral thinking is that any particular way of looking at things is only one from among many other possible ways. Lateral thinking is concerned with exploring these other ways by restructuring and rearranging the information that is available". According to Weilbacher (1984), this ability to jumble all of what one knows about a product or a company together with selected elements from one's life experience is the essence of Creativity in Advertising.

A provocative definition of the word Creativity quoted by Weilbacher (1984) suggests the kinds of processes that are involved in it: "An arbitrary harmony, an
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expected astonishment, a habitual revelation. a familiar surprise, a generous selfishness, an unexpected certainty, a formidable stubbornness, a vital triviality, a disciplined freedom, an intoxicating steadiness, a repeated initiation, a difficult delight, a predictable gamble, an ephemeral solidity, a unifying difference, a demanding satisfier, a miraculous expectation, an accustomed amazement". He observes that these definitions and descriptions of the creativity process or act have their own potential to mislead.

But the proponents of Relevant Combination interpretation of Creativity argue that the very essence of Creativity has frequently been described by two words: Relevant and Combination. Anyway, Gilson & Berkman (1980) highlights three factors that determine the degree of Creativity in an ad: 1) Creative people 2) Creative Strategy and 3) Creative Execution ; whereas Chunnawala (1995) proposes only two dimensions to Advertising Creativity: Creative Strategy and Creative Executions. Apart from these theories of creativity, different Creativity Criteria have been developed and advocated by advertising academicians in the literature over the years and a brief review of these creativity parameters or attributes seems appropriate in this context of the study.

Evans (1992) developed a list of effective Advertising Creativity features that includes parameters Impact, Relevance, Single-mindedness, Reason, Capability,

Appropriateness and Identity. He also advocates Precise and Sincere as effective advertising copy criteria. Ennis Associates (1996), a New York based advertising agency, developed a checklist of creative qualities and parameters and Believable and Logical appear in that checklist. Persuasive, Relevant, Simple, Surprising, Unexpected and Selling Idea are the creativity parameters proposed by Pfalzgraf (1994) and used by Lintas, one of the leading national level advertising agencies in India. Fink (1993) puts forward Originality and Challenging as the criteria of Creativity in Advertising. The creative quality Likeability is the contribution of Miller (1992). Many practitioners also consider uniqueness a creative quality. Table 2.1 helps a quick look at different approaches of these parameters with their relevant sources that will facilitate more convenient understanding.

CHAPTER-3

ResearchMethodology

1. Research Design

Exploratory research design- In this research design the research is done by taking each and every aspect of the problem. A detailed analysis or in depth study of the problem is done in this research design.

Descriptive research design-This research design include a brief and overall study of the problem and giving a descriptive study about that particular problem or study. It study the just problem based study and include the aspects like attitude and behavior or the preferences of the consumers.

Causal research design - This research design include study of the both problem and its causes in detail.

The most suitable research design that we used for our study is **descriptive research design** because descriptive research design provides us information about the effects on consumers, purchasing behavior and their preferences regarding the online advertising. Thus it gives us problem based solutions regarding the study.

2. Research Approaches

Qualitative research approach - This research approach enables us to study the qualitative aspects of the study. As the consumer behavior, attitude, influences, preferences regarding the online advertising. This can be recorded through coding.

Quantitative research approach - this research approach enables us to study the statistical and the quantifiable aspect of the study. In this research the data collected is analyzed to interpret the result regarding the study.

3. Research Structure

Research structure refers to the entire framework of the research study.

Experimental-includes causal study

Survey - includes the data collection through questionnaire

History - The in depth study of past and present trends to estimate the future trends.

Thus the research structure on which our research study is based in the survey method because our entire data collection and interpretation of the result regarding measuring the consumer behavior toward online advertising is based on the questionnaire and survey

4. Data sources

Primary data source - through questionnaire and survey

Secondary data source - through internet and review of literature

5. Universe of study

Sample size - 50

Sampling technique - non probability sampling technique (convenience sampling as per the personal convenience regarding the area)

CHAPTER-4

CASE STUDY

Introduction to the case

CREATIVITY IN ADVERTISING

“Creativity is seeing something new when you look at something old; it is all heart of civilization and is the driving force of revolution.” - David Ogilvy. It is an accepted fact that there should be an element of creativity in an advertisement. This creativity is something new, unique, extreme attractive and appealing to the consumers. In fact, advertising itself is advertisement creative process. It is the outcome of long term planning and hard work on the part of the copy writer or artist who prepares the final copy of the advertisement. This is natural as creative ideas do not come over night. They are required to be developed through systematic thinking process.



4.1 Facts of creativity in advertising

Creative advertising needs to be imaginative, intelligent, sharp, to the point and extremely catchy. It must motivate people to purchase advertisement product. The message and appeal made should be able to make positive impact on the consumers. According to Albert Wesley, “Creativity is the ability to develop new useful ideas that produce desired results.”

Creativity should focus the attention of the reader on the product and he must feel the urge to have that product for some benefit. This suggests that creative advertising should be able to create demand for the product when it is introduced for the first time.

Significance of creativity in advertising:

In their attempt to win their customers, a number of Advertising campaign during 2001 failed to cash creativity in advertising. Every promotional campaign was offered gold. Some offered gold coins, while others offered kilos of gold. These campaigns were all running simultaneously. No matter what product the customer bought, he would be sure of the gold offer. Such campaigns failed to generate brand loyalty. A good promotion is one that ensures repeated purchases by customers.

Creativity makes advertisement popular among the consumers and motivates them to purchase advertisement specific product. The advertising message is received well by the target audience for follow-up action. Naturally, creative advertising facilitates sales promotion.

4.2 Impact of Creative advertising:

- It creates quick demand for a newly introduced product.
- It creates awareness about the product in the mind of prospects.
- Creative advertising creates desire and motivates consumers to purchase the product.
- Creative advertising quickly draws the attention of people towards the strong points of the product and promotes its sale. Many products such as colour TV, Computers, Washing machine, etc. get popular support from consumers due to their advertising.
- Creative advertising makes consumers conscious of their needs.

3 Process of creativity

The creativity process has interested all people in the field of advertising. Creativity process depends on imagination of copywriters and artists. The raw material for creativity process is information. The creativity process must include factual information about the company, the product, competition and target audience. Fact-finding is the basis of creativity process.

Steps to be follow in Creativity process:

1. Define the Problem:

Introduction of creativity in an advertisement should be treated as a problem which is to be solved by finding out good idea and its effective execution. For this, various alternative solutions are available. Such solutions may be:

- Developing rational support in the proposed advertisement.
- Overcoming consumer resistance to the product.
- Securing popularity to the brand name of the product.
- Demonstrating special benefit in advertisement unique manner.
- Indicating utility of the product to target consumers.

2. Detailed study of the problem:

Developing creative advertisement needs long period. For this, which of the alternative solutions is convenient should be studied constantly. After selecting one specific alternative, the whole attention should be concentrated on that alternative so as to develop advertisement new creative advertisement. Detailed study of the product, market environment, advertising by the competitors, etc. is required to be made in order to select one area in which creativity can be introduced effectively.

3. *Verification of new idea:*

After deciding the manner in which creativity is to be introduced, the same idea should be given more attention for the verification of its use in the final advertisement. For this, various questions can be raised by the copy writer and artists to find out the effectiveness of the idea accepted for introducing creativity. It is also possible to prepare copy of the advertisement as per the new idea for collecting reactions from limited audience. This will give a little wider exposure to the new idea and its verification will get better validity.

4. *Concrete follow-up actions:*

Follow-up actions are rather easy to introduce once the idea to be used for raising creativity is finalized. This idea selected will be treated as the “focus” point and the follow-up actions will be taken using “focus” point of the base. The advertiser himself may decide the idea to be used for creativity purpose. He may hand over the idea to the advertising agency for follow-up actions. The entire responsibility of creativity in advertising may be given to an advertising agency which will develop new idea and take follow-up steps after consulting the advertiser.

Creative strategy

Aptly put by David Ogilvy “We must sell or else” – a simple word “perish” can be added to complete the statement. This sentence emphasizes the need for selling one’s product or service or idea, which is not possible unless there is some creative strategy behind it. Advertising is an art and hence it is creative. It should trigger advertisement dream and aspiration in the mind of consumer. Creative strategy is smooth and free from crowding. It provides advertisement theme to every advertising campaign. Creativity in advertising must be discipline creativity. By translating ideas and impressions into pleasant advertising message, each advertising man gains personal satisfaction and creates enjoyment for those who come in contact with the results.

The act of using creative strategy is not so simple. Creative does not just happen. It requires hard work and advertisement keen mind. Although all persons are gifted with some degree of creative ability but some are more superior in this respect. Creative strategy is used in conceiving, writing, designing and producing advertising messages.

Aspects of Creative strategy:

1. Advertising objective:

Although the function of marketing is to sell, the purpose of advertising is to help the selling process through communication with prospective customers. Most advertisements inform as well as persuade. Some are designed to help established attitudes and buying behaviors. Others try to reinforce or change existing shopping habits, brand images and usage patterns. The advertising objective expresses the desired positioning of the product or service advertised by describing the image the advertiser desired to communicate to consumers.

2. Target audience:

It is importance to accurate description of the demographic and psychographic composition of target audience for whom the advertisement is being created. Quantitative data such as age, sex, marital status, occupation income, education, residence etc. must be supplemented by information about consumer attitude relating to advertised products, competitors as well as the type of creative claims being considered for the message. Similarly, information on media, shopping and buying habits and on product usage must also be gathered.

3. Creative promises:

Next comes advertisement statement of the exact product value that the advertiser will communicate to potential consumers. The main creative message should centre on brand advantage to the target audience.

4. Supportive claim:

In order to maintain credibility for his promise the advertiser must use factual information. No promise would be accepted or believed by the target audience unless it

Spells out the specific gains consumers would get by purchasing the product service.

5. Creative style:

Every copy must describe the mood of the forthcoming advertisement or commercial such as cheerful, dramatic or business like. Creative message give distinct personalities that are expressed through copy (printed or spoken words) and through graphics and aural effects (printed, visual, sound and music effects)

Foundation of creative ideas:

1. Imagination and experience:

Although imagination is an inborn human quality, timely creative ideas are not easy to find. Copywriters and art personnel's must be doers as well as thinkers. They must participate in life because their work demands heavy dependence on past experiences. They must widely travel and interact with people of different social class.

2. Watch competitors:

AD men must study their own as well as competitors products. They should examine the prospects (their wants and needs, likes and dislikes) and the competition (products and Advertisements) in detail. They should read and watch, listen and remember, analyze and experiment until they find the right words to express the theme or idea.

3. *Collection of facts :*

Creativity in advertising is based on systematic collections of facts. In creating, we associate known facts such as people, objects, issues and events with one another to develop unique relationship. No matter how original an advertising idea may be, it must help solve consumer problem if it is to be successful. So fact-gathering is the backbone of creative advertising.

4. *Constraints and opportunities:*

Creativity people are constrained in their activities by the time and space limitations of the media in which advertisements can appear. On the other hand, they have many creative elements that can be brought together to finalize advertisement. It enables advertising men to look alternative media mix. Understanding constraints and opportunity for each of the major media is use as a source of getting ideas.

Creativity in advertising is now going beyond the expectation of the viewers, in a positive manner, because of the huge competition in the advertising. The advertising agencies are trying their best to impress the viewers to create desire in the mind of consumer for the particular product. In the following chapter I will show, how creativity is done in the advertisings by the advertising agencies.

INNOVATION IN ADVERTISING

In AXN the show “30 second of fame” which is the reality show of America where the amateur performer got the stage for 30 seconds to performs what they wanted. The half hour program was an endless and almost uninterrupted series of 30 second, solo and group performance ranging from dance to singing to any activity. They have to show all their possibilities creativity to impress the audiences; otherwise they are out of the show. Voting right is given to the audiences for selecting or rejecting them.

This is similar to today’s day to days advertising, which also has limited time to impress their targeted consumer and its success or failure is in the hand of the customer. Therefore to attract the customer toward the product it is necessary that the advertising should be creative.

Today advertising is not stick to heavy television alone, I had seen how ads and brands are popular all around us. Notice how any space from taxis to school bags, painted trains, sweat-shirts, glasses at bars, lunch-boxes, credit card bills, cutlery, postcard, trees and back-lit vans are being decorated with colorful advertising messages these days? Venues like malls, multiplexes, campuses, railways stations, restaurants, etc. are also offering a host of creative advertising hang-outs.

This is the rapid world of innovative media vehicles, which is long on imagination and sure to grab eyeballs. Take motor-bike brand Royal Enfield. It cornered elevators on the public places and flanked each lift with pictures of rival bikes. As people leave the lift, they see larger than life Royal Enfield cut-out before them. The message is that the Roadside Romeos please make ways for divine one.

It is just a part of the innovative media vehicles, look out the Fa Fresh Zone which targeted multiplexes down south. Fa dispensers let scented air flow through the air-conditioning pipe in the “cooling areas.” Meanwhile, rival Rexona has put up painted

people on sliding doors move, we get the illusion that people are actually turning away from us, thanks to body odour. The trick to building a fun brand is to devise fun ways of speaking to the consumer. The Rexona deodorant sliding doors innovation was a truly creative exercise.

Cellular operator Airtel has branded charging booths in metros, where user can go and charge their handsets. Smirnoff brands itself around glasses at bars, while Lipton took up its own special place on credit card bills. When everyone's at it, why should Pepsi or Coke be far behind? Both the brands offer plenty of free merchandise like sweats shirts, bags, wristbands, etc. at their sponsored events, concerts, and certain fast food outlets where they also brand everything from foot mats to tablemats.

We can call these advertising vehicles fantastic or imaginative. Point is everyone is doing it. More and more marketing budgets are being moved from mass media to targeted, direct response media such as creativity in advertising or interactive marketing. The more integrated the customer get, the more integrated the brands needs to become. Also, media fragmentation makes it more and more difficult to effectively deliver mass message, so brands have no other logical choice than to get interactive.

Nerolac has run "touch and feel" counter in various malls and multiplexes, which also gives free Nerolac merchandise like mugs, bags and cutlery. McDonald advertising on the attractive and branded glasses, with string attached, For home delivery ... call the McDonalds number." Interestingly, so-called staid categories like bank can also get some zing with innovative branding. Shoe boxes branded with SBI logos and the pitch line: "Car loans from SBI- No more battered shoes".

Creativity in advertising generates activity and results quickly. Ads can be hung on trees or in rural setting too. Idea cellular has been branding dhabas on the Delhi-Agra and Delhi-Chandigarh highways and allowing passer by to charge their mobile phones via charging outlets. The brand has also imprinted its logo on articles such as diaries, bags, coffee mugs, cutlery, trolleys and key-chain. Beside this logic is that the consumers reach a point, where they get tired of regular every day advertising, something that's clichéd and predictable.

Conventional media starts getting on their nerves. Again, expect mirror on market places where people can catch their reflection.....courtesy Asahi mirrors. These efforts come at a soft price, but add a lot of life and fizz to the brand. Ultimately all of advertising and brand building is about passion and it should fall in unique ways and it can be shown in the following case:-

KitKat-the laughometer



Increasingly, advertisers are looking for alternate ways to create saliency for their brands apart from the regular 30 second television commercials they put on air. One clear reason for this is the increasing fragmentation of the audience and with that the compounding challenges of getting the brand target audience to notice your brand. This is why there is a perpetual quest for platforms that will not augment the brand communication but be in synergy with the brand essence.

They were sure that most of the people are watching the programme-The Great Indian Laughter Challenge. There were comedians, judge and the audience that also gives its judgment. Depending on how successful the participants have been in tickling its funny bone, the audience evaluates the laughter quotient of the participants on a laughter meter- Laugh meter.

Kitkat appropriates the laugh meter properly. And when the winner is announced, the happy moment is captured with Kitkat's tag line, „Happy ho ja“ on screen. Thus, in the process, making Kitkat the indication of good times. Most importantly, the brand integration happens within the programming content when the audience attention is focused on the screen.

Hence, the branding of Laugh meter on laughter challenge on STAR One looked the most appropriate forum to reinforce the „Happy ho ja“ proposition with Kitkat and that too in the most conducive environment, The Laughter Challenge. Kitkat comes to be associated as a moment to cherish in the programmed.

Second, there was a complete value for money for the client through the integration. Introducing Kitkat at an integral moment in the programmed, the exposure time for the brand totals to 1500 seconds, only on the original episode. The programmed gets repeated four times on STAR One and each time Kitkat enjoys additional exposure.

If they had to advertise during the commercial break of The Great Indian Laughter Challenge show, they would have managed, as sponsors, just about 60-secs of airtime and the cost of one 10-second spoof for the show is Rs 1.2 lakh. If we calculate money for the exposure time for 1,500 seconds, the cost would be exorbitant.

Therefore, Kitkat in The Great Indian Laughter Challenge not only reinforces the brand proposition in the perfect environment but also cost effective. *That, to my mind, is innovation.*

Airtel plays a street smart.



A busy crowd going about its daily business in a provincial town. Suddenly, someone on the mobile phone goes ... *hallo aloo ka aloo ka ...is laaloo ka nahin aaloo ka daam kya hai... idhar ka bhav? Kya paav...yeh signal bakwaas hai.*

Now, someone else from the crowd begins to talk to his girlfriend about his marriage. Loud enough for others to hear. Another call the doctors for help. Then these people on the, scattered in the crowd, start to walk to an unspecified spot and make a circle.

When the group gets together, and each enacts its part, the chorus concludes the play with a song about the benefit of a having an Airtel mobile. This play was organized by Airtel in three rural towns situated close to hugli, lucknow and pune. Though VSNL is already popular with the rural elite, Airtel has exposed the weakness of the competitor and its benefit.

Art of placing customer thrill over product

Bajaj auto test-marketed its pro-biking centre in Pune last year. Neoteric infomatique has launched Xplore, the first digital experience lounge in the country. It does not sell products but only lets consumer's experience product of its clients.

Hey, monster! Leave them kids alone

Creating a connect between Pepsodent and hygiene among kids, Mudra's Kidstuff Promo & Events held a school-contact programme for the Hindustan Lever's toothpaste brand, Pepsodent. Germs were referred to as bhoot (monster). The promo was organized across 25 cities and 1565 school in the country.

Era in washing powder advertisings



Now, see how the washing powder advertising has changed from the previous to current period. A signal of washing powder ads was flash when the Surf Lalitaji campaign was started and it was too famous. It built a real, middle-class housewife figure, who was price sensitive but also value aware when it came to choosing Surf over Nirma. Nirma at that time was giving a simple ad with the symbol of the girl, who is happy with her colorful & neat dress. But in Surf, Lalitaji was street smart, as she understood the difference between “buying cheap” and “buying value”. Lalitaji was perhaps India’s first advertising, created icon reflecting the real consumer.

Real emotion soon became the stock-in-trade. Rin built on envy as a real human emotion with “Bhala uski kameez mere kameez se safed kaise?” theme which connected with consumers in the early 1980s to create an iconic brand. Wheel detergent built on this theme by re-positioning Nirma and its type as destroyers with “door ho ja meri najaron se; mien ne maangi safai aur tu ne di haathon ki jalan!” Then Nirma had come with jingle advertising, which creates a boom in sale of the product. Surf also started to give its product a different name, Surf excel, with a new punch line “Surf excel hain na”. There were also many new product came like Sasa, Ghadi, Eco-friendly, Ariel etc. but because of lack of competitive advertising they fail to succeed in the market.

Introduction of tide in the advertising market creates a fear for all other washing powder. Nirma had also renewed its advertising but with the same jingle. Surf tried to compare its product with Tide but failed. Tide had used the „Shekhar Suman that time favourite (because of „Movers and Shaker“) and tried to give advertising of door to door Challenge, which again proved successful. Their after Surf excel include the reality of Indian in the ad i.e. „sirf do bucket paani“, „paani ki bachat“, etc. Tide then used the interactive medium of film, e.g. Baghban, Prem (south film), etc.

Now Surf excel and Rin are using kids in their advertising, and are also successful. Tide is using bets formula in the advertising. These three are touching a big height because of flexibility & innovation in their advertising.

ONLINE ADVERTISING

Online advertising blazes a new trail. It is fast making deep inroads into Europe, where the growth was sluggish. Online advertising already account for some 40% of total advertising worldwide. They accounted for 56% of online advertising spending in Britain last year. Internets advertisings already make up abut 10% of British advertising spending. Let`s see some creative online advertising by different company.

Mr.Late Latif

It is a human tendency to delay. And we Indians are habitual, no wonder, nothing happens in time. the Delhi monsoon doesn`t come on time, Municipal Corporation gets into action after Mumbai is flooded, and many realizes the value of the life insurance when it is too late. So, Aviva Life Insurance thought why not warn people of the cost of postponing of crucial decision.

To that end, Aviva Life Insurance has launched an internet advertng-gaming campaign-Mr. Late Latif, a character which help people see wisdom in attending to matters on time. “This campaign was designed not just to promote Aviva Life Insurance products but also to create awareness about the fact that the more an individual delays in buying life insurance, the higher the cost of buying it”. The fact is people do tend to delay

simple but important things such as paying a bill or buying a house, which result in paying an additional cost, and Mr Late Latif was born from this basic insight of delaying things.

The interactive game has been devised by Contests2win.com and it looks close to a month to finally host the adver-game on the website. The game takes the surfer through many of Mr Late Latif's such postponement and the price he had to pay for it.

Aviva had first launched a pilot of this promotion on Contest2win.com and got more than 30000 game-plays.

Adidas online

The alternate reality offered by Adidas comes in the forms of The Impossible Team, a free online soccer game styled after the popular new generation of multiplayer games that have millions of real people around the world simultaneously competing against one another across the Internet. For advertisers, a major attraction of the massive multiplayer online game, in which interaction among players is integral to winning, is that it holds the full attention of players over long period of time. Ticket to the final World Cup games will be awarded to top players of the game in some countries.

The cost of investing in the game is much cheaper than a television ad-especially during the World Cup-and it has other unique advantages.

Tata indica v2

The client TATA Indica V2 was looking at media ideas that would persuade people to take test-drive of their car; creating a buzz about the product through a hands-on experience. Using the most popular television platform available at the time, *kaun banega crorepati*, Lodestar joined up with indya.com to design a contest which would engage viewers with the product while also giving visibility to KBC on the internet.

To accomplish maximum interaction with the public, Lodestar used both KBC and indya.com as contest access points. On the website, they had scrollers at the bottom of the page describing the contests, giving phone numbers where people would call in and a voice-over would encourage people to test drive the Indica.

While a 30 seconds advertising spot on KBC costs around Rs2.5 lakh, this cost the company 1.2 lakh, deriving interaction not just for Indica but also KBC through net on indya.com. The key aspect of the innovation was to get people to the Indica showroom and to use the car. Thus, to actually take part in the contest and have a chance to win the car, the consumer had to first test drive the Indica. He would then receive an identification number which would be used to participate in the contest.

After, creating the buzz about the contest, this was the most important moves that resulted in close to 4000 test drives, 30 percent of which actualized into sales. On KBC, where there were special phones lines set up for people to call in and take part in the contest, they had close to 1.7 lakh phone calls, creating a huge interaction among the consumer, KBC and of course, the Indica

CINEMAS AS A TOOL OF ADVERTISING

A year ago when I entered a movie hall, I strolled past movie posters and headed straight to the food counter. Now when I step into hall, I literally have to watch my step. There is a DHL cutout there; a Hero Honda bike parked there, a promotion for Brylcreem, hall seats sporting the Signature whisky brand, poster of Airtel advertising telling viewers to download the Fanna songs, Nestle milk on the break fast table in the movie Fanna.....

Whether it is the hall premises, intervals breaks during films, or the film itself, advertisers see merit in the medium.

Compared with TV, advertisings on the big screen escape the clutter and the TV remote that that dishonestly jumps to another programme the minutes TV serial breaks for a commercial. Cinema is an opportunity to grab attention of the captive audience. Though, the cinema"s reach is lower than TV, in terms of impact it is around "five times higher".

And with the multiplex experience emerging as an alternative form of entertainment, reach is going to get better. Currently, there are 100-120 Cineplex"s. According to the Yes Bank report dated 2005, by the end of 2006, 135 multiplexes will house more than 1.6 lakh seats spread across over 500 screens. In fact, India"s largest cinema exhibition company, PVR Cinemas, recently opened the biggest multiplex in the Mumbai with 6 screens and 1851 seats.

Besides, the moviegoer population is on the rise. Most frequent cinemagoers belong to the age group of 15 to 34. The urban population belonging to this age group is estimated to increase by 30% and the money they are expected to spend on films is likely to be Rs 138 million in 2011. Also, with the emergence of multiplex culture, cinema is going to be the key medium to reach out to the youth. While *Dilwale dulhaniya le jayenge* is estimated to have collected Rs 20 crore abroad in 1994-95, *Rang de basanti* collected Rs 24 crore abroad in just six weeks.

Marketers are viewing movies has a great merchandise opportunity. Raymond has just tied-up with Warner Brother to market the complete range of Superman merchandise in India. Pantaloon has an arrangement with *Krrish*. Aamir khan productions and indiatimes.com had tied up with Archies to market products associated with *Lagaan*.

Maruti"s Swift was launched in *Bunty aur babli*. Clearly, with the many uses of cinema, soon it would become a fairground for brands.

MARKETER + FILM MAKER =WINNING UNION

The moment a brand is placed in a movie, both stands to benefit-much more than ever before. The director of KRRISH, Rakesh Roshan, was able to cover 20% of the cost of the movie through in-film brand placements and merchandise. Animation characters are a popular group that marketers could profit from in the future as viewers tune out during usual commercial breaks.

Giving that filmy glint to Tanishq jewellery collection

The range of jewellery was promoted as the „Tanishq-Paheli collection“. The idea was to use the association with the movie to the Tanishq brand. The movie turned to be a hit; the cash registers at Tanishq outlets kept pace with the box office collection of Paheli.

INFLUENCE OF FAMILY IN ADVERTISING

The Indian family is changing in real and advertising settings. The patriarchal order is shifting: approval of elders is no longer priority. The emphasis now is on youth, and there is freedom from old family ties and rituals.

The standard family advertising may have husband, wife, two children (always a boy and a girl) and usually the happy grandpa on a swing alongside a prancing dog, things are changing. They seem nuclear family, more single women and men, and even within families, there are younger childless working couples.

Now let's see how Advertising agency used the different people of family in the advertisings

Changing role of woman in advertising



WOMEN IN ADVERTISING

There was a time when ladies in advertisements are being shown as a props and objects. Ladies were shown slaving over her husband's shirt, or cooking delicious food or soothing her child's forehead? They always showed as a good and so boring. But now ladies are used as assertive and arrogant. Importance of ladies in the advertisements is increasing day by day. Ladies are put in advertisements where they are not required at all like in the advertisements of shaving cream, man's clothes, gent's watch, etc. but than also they are put because of change in the perception of the people.

In fact in advertisements nowadays women are given more importance than man. Aishwarya "giving it back" to the guys, and in fact, whistling better than them. Chased out of a girls hostel for wanting to be fair and handsome. There are girls out there in marriage market who treat a man like a dog on a leash, her husband talk when she say talk and walk when she say to walk. So don't let it happen to you, do register at jeevansaathi.com. If she wins an innocent bet, she may go to the extent of getting the men to roll out endless papads, so be careful before shooting mouth off on some inconsequential detail about SBI. The Ariel husband obliged us by washing the sheet. The advertisements of prestige cooker with a punch line "jo biwi se kare pyaar woh prestige ko kaise kare inkaar". At last it can be said that "why should boys have all fun?"

Kids rock the advertising world

Kids had plays a great role in the advertising right from the Polio advertising on the Doordarshan. Kids with a cutesy cap on backwards with spiky hair cut are always there behind a creative advertising. Their naughty antics and lack of respectful interaction with the elders in the advertisements show their growing influence and changing role within the family circle.

If parents tells the kids that buying a 1500Rs football is not just possible for a middleclass people than they tell to their family „Nothing is Impossible“. Complain about

their dirty clothes they tell „Daag Achche Hain“. The Alpenlibe cream fills advertising has a child making people laugh by imitating his father's antic in public. Holi or no holi, if they want Alpenlibe, they will go to any uncle and put out their hand.

In the soap advertising lifebuoy they give us guidance how they are safe in the dirt. They play hide and seek with Amitabh and shows that their clothes are whiter than him because of Rin. They show that at such age also they are saving their money in the piggy bank and for security they deposit it in the Bank of India. They can even throw our mobile if their photo is capture without permission. If he is sad then he might left out the house and then only Jalebi of Dhara oil can make him happy. They know how to tell their taste with the colour of wall.

So don't treat these kids as a weak because they are now taller, sharper and stronger.

Men's role in advertising

Men are getting more different role in the advertisings. The origin of men in Indian advertising was as a hardworking man with hardworking brand. Clad in his banyan the Indian men ploughed the fields and then washed himself with his Lifebuoy soap and didn't about how he really look. Now, we often see a softer, metro-boy within the family fold. Now, Men are in a Lux bath tub with rose petals.

There was a time when male was a dominant in an advertising. But now female has a more value in advertising. Only bollywood and cricket star are given a more important. Now, Male are used as a supplementary to female. But there are some advertisings in which men are compulsorily required, like bike, shaving cream, creams for men, matrimonial advertisings, etc. there importance in advertising is less as compare to ladies, but then also it can be said that without them the advertising is incomplete. Please don't ask any male any question, who knows when they will scold you and say „Doobaara mat poochna“.

Animation in advertisings

Nowadays animations in advertisings are increased due to its favourable response from the viewers side and are cheaper as compare to brand advertising.

When Scrat clutched a glass of horlick

The co-branded advertising for Horlick and Ice Age targeted children. The central idea of the promo was “this summer get your hand on the Chilled Chocolate Horlicks before anyone else does”. The promo showed innocent –yet-fruitless struggle of scrat (the animation character of ice age) and other character for getting their hands on Chocolate Horlicks. The campaign and media plan were focused on television and a huge ground promotion in five metros, where displays were put up.

JERRY “ALL OUT”the TOM

As the Tom & Jerry show is one of the famous show in the cartoon network, it was the great idea to use it in advertising. All Out had done the same, but was ineffective to produce it in a right manner. There was proper starting but not so was the ending of the advertising. Children always had habit to see the Jerry to win at the last or Tom & Jerry becomes friend, but this was also not shown. In spite of all this negative point it’s sales has been increased after the advertising has been introduced.

Adapting to cultural differences

To adapt a North advertising in the south, the execution or the form may change, but the central thought or the idea would remain unchanged. The idea of the two-bucket Surf Excel Quick Wash advertising was relevant everywhere, since the water crisis is a national reality. So, while the idea remained the same and, the narration too, „Shabana Azmi“ was replaced by actress-director and activist „Revathy“ in the Southern version. Simply because, no one in the south knew „Azmi“.

A lip sync used to be the standard fare, but the sharper the characterization, the sillier the lip-sync version. Imagine a sardar family in their very Punjabi home conversation in flawless Tamil. Therefore replacing northern celebrities with Southern ones, changing the look of the house, the tune of the jingle, are adaptations that make the advertising feel at home down South. Handling the cultural differences within the South is a bigger challenge. Every state has its own story. Language difference is the main barrier to having uniform communication across the Southern states.

Cultural gap narrowing

However the gap between the North and South has begun to narrow. And that is perhaps because people in these two different parts of the country are faced with similar challenges in life. Even Hindi is becoming popular in the south.

Chennai's culture is on the crossroads of modernity and tradition. Women in Chennai want to wear the traditional sari, but they also want to look modern. Last year Mudra South did a campaign on the new line of sarees from RMKV. These traditional silk sarees had western Zodiac sign instead of the traditional motifs and the collection sold like hot cakes. The cultural transition in Chennai can be best captured in the RMKV's tag line "Tradition made trendy".

While I talk of the North versus South divide, eventually it's the language of great ideas that bond us all. The Air Deccan advertising is a perfect example. Its setting is South, the language is Hindi, its appeal pan-India. On this, it seems, the North and the South sensibilities are in total agreement in advertising.

Creativity in rural advertising

The advertising agencies have to adapt different strategies to advertise its product in rural areas. Because the people in the rural areas have different languages, values, cultures, tradition, etc. many companies failed in rural market because they had adopted the same strategy in the rural as urban.

Villages are too scattered. A single communication to target the rural rich scattered all over is impractical. With every district, language and culture change and so, does the challenge of connecting with them. There are much advertising which are created by taking in view of the rural people. Like the one that shows a truck driver and his assistant Rajpal yadav. Or, eSys laptop advertising where a farmer's assistant uses a laptop

to find out the international rates of chilies, or the Voltas advertising, where an air conditioner cools off the sweat of a farmer.

Rural makes perfect sense since 70% of India's population resides in rural. The communication should touch the heart of the consumer, that's it. The language and emotion is understood and felt by everyone. Here are the examples of the different company which had advertised it's product in special way in rural areas.

Mortein kills the ravana



Bihar has a very low mass media reach 42%. Local player Maxo dominated the mosquito repellent market with 51.3% whereas Mortein, the number 1 national brand has only 28% shares. Mortein had to get the better off Maxo by connecting with the consumer using what would attract the locals.

The route was to break traditional media formats in the most traditional part of people's lives – The Sonepur Mela. In a market dominated by low priced, unorganized local players, Mortein strategically choose its higher end “ten hours” variant to demonstrate its powerful protection platform.

Sonepur Fair is the largest cattle fair in Asia. More than 1 million people visit the mela every year. The month – long fair also coincides with Dussehra. They chose an adaptation of the great Indian epic- Ramayana, which is enacted at the Dussehra Fair.

Ramayan is a classic story of the victory of god (Lord Ram) over evil (Ravana). This fitted in well with brand platform of the Strength of the Mortein (the savior) over Mosquitoes (the evil).

A 50 feet high image of Louie (the king of pests) was created. For the entire month, a huge publicity stunt was done in the form of a „Rath Yatra“ (chariot procession) taken through the mela. On the D-day (Dussehra), Mortein hexagonal coil (the protector against the menace of pests) shot lasers to burn down the effigy of Louie, in the same way that the image of Ravana is burnt by the arrows of Rama in Ramayana. This year, in place of the traditional Ravana, Louis the Mosquitoes was the cynosure of all eyes.

An emotional chord was established through the use of an epic legend with more than the one million people who visited the fair. The support media of radio, poster, cinema and Rath Yatra kept the momentum going, paving the way for the grand finale of the burning of the Louie Ravana image.

The value share of Mortein 10-hour coil in Bihar showed a huge jump post the activity. The usage of this innovation targeted medium ensured a growth of 49%, moving its share from 28% in September 2005 to average 46% during December 2005-2006. Maxo dropped to 40% in the same period. The halo effect also resulted in 8% increase in share value of other Mortein variant.

The positive brand connect generated among the audience was, of course, immense, and well continued to reap benefit for the brand to the brand long - term.

Mobile Marico

Marico introduced Shanti Badaam Alma hair oil in the upcountry markets of Uttar Pradesh to fight Dabur's Alma oil. The objective behind the campaign targeted at the women in the age bracket of 18 to 35 years was to strengthen the association of the oil with nourishing properties of almond and alma.

The challenge invited women to get their hair checked by hair care experts at specially designed mobile clinics. Through the hair-scope, a device to assess hair density, natural blackness, length, dandruff indications, participants were scored for quality of hair.

Those with a good score received redeemable coupons and a lucky draw coupon that gave them the chance to meet actress, Bhumika Chawla. RC&M had tied-up with the top beauty parlours in each town where women could redeem their coupons worth Rs 75. This ensured sampling at the parlours as well.

Keeping in mind that women in small towns rarely venture out alone, since there's always a male escort, RC&M offered entertainment for the family. "since the „challenge“ campaign required women to step out of their homes, RC&M got men and children involved in the „Strong hair challenges“ campaign through games.

Glucon-D joins the Olympic



The challenges with this innovation was to reach out to key markets of Bihar and Punjab, areas that are media-dark and Hindi speaking, where the best way to relate to the consumer is on the ground. They tapped the consumer in the summer, a time when their body needs glucose most. Since the aerated soft drink market is growing, encouraging people to drink glucose was the main aim of their innovation.

To do this, in Punjab they tied with the annual kila Raipur rural Olympics. Glucon D come in has a co-sponsor of the event and participated by refreshing the 4500 athletes and 400000 viewers. Relay, the sport and CEM practice of SMG (Stardoms Media Vest Group) handle the entire project.

The insight was simple-Punjabis enjoys their sports and love to sweat it out, so with Glucon D, they tried to show them that they too understood the value of their energy. Also, co-sponsorship of kila Raipur games is relatively unexplored by other brands, this created a singular connect with the rural folk to whom he games are very important.

In Bihar, apart from creating awareness about the goodness of the Glucose, the main issue was an increase in of poor look-alike of Glucon D in the market that was being bought by people. Thus, they tied up with the Rotary International to provide mobiles pyaaos (drinking water station) that not only serves water to the passer bys, but also Glucon D.

This helped to show the difference the real and fakes, while also giving them a taste of glucose. Initiated in four towns and based on the success in the first month, the pyaaos were extended to others.

With a trusted organization like Rotary International, They had more credibility then any marketing organization could have given them on- ground. Through these innovations, in both Punjab and Bihar, more then 4 lakh people had sampled the genuine Glucon D.

Finally, to make people aware of the summer heat and the importance of glucose, they had used soap-actress Smiti Irani who, in a non-commercial way encouraged people to drink glucose. Since people tend to trust soap-actors more and ADVERTISING less, she had tout the message without emphasizing the brand name. An effort that had begun during April/May, it had created awareness about the importance of glucose in the summer, while also creating a connect with Glucon D.

OTHER ASPECT OF ADVERTISING

There are many other aspects of advertising which enhances its creativeness which includes brand icon, colours, creativity on particular occasion, modes of advertising the agency uses, its audio, etc. let see some of these in brief with example.

CREATIVE AUDIO ADVERTISING

I had seen many advertisings on the media like TV, internet, etc which are the combination of the visual + audio or only visual advertisings. Visual advertising has good action on our mind because we can see the overall procedure and can understand it better and faster than the audio advertisings. But there are such advertisings in the radio and as well as in the television which were successful due to the effective audio work i.e. jingle or signature tune.

For example:-

1. BAJAJ TWO WHEELERS- Buland Bharat Ki Buland Tasveer...Hamaara Bajaj
2. National Integration- Mile Sur Mera Tumhara
3. Zandu Balm- Zandu Balm, Zandu Balm, Pida Haari Balm.
4. Pan Parag- Pan Parag, Pan Masala, Pan Parag.
5. Lijjat Papad- Karram Kurram, Majedar Lijjatar, Saat Swaad Mein Lijjat, Lijjat Papad.
6. Nerolac- Jab Ghar Ki Raunak Badhani Ho
7. Nirma- Doodh Si.....Washing Powder Nirma, Nirma.
8. Titan- Signature tune
9. Airtel- Signature tune.
10. Cadbury's Dairy Milk-Kya Swaad Hai Zindagi Mein
11. Operation flood- Doodh Doodh Doodh.

And many more.....

Giving importance to the jingle many company prefer to have the same for their product also. The Close-up advertising with the Sehgal voice was given a huge feedback to the company. After the success of the Airtel signature tune the Reliance communication had also advertise its product with the signature tune. Normally in rural areas people remember the advertisings which has jingle in it and hence buy the same. Because of the increasing importance of jingle and signature tunes many company had not changed their jingle and signature tunes for many year.

COLOURS IN ADVERTISING

The advertisings agency had also focus on the colour theme. It had a psychological effect on the mind of the viewers. Every colour had its own meaning in itself and viewers too agree with it. From childhood we are taught that white is a colour of peace, saffron is a colour of sacrifice, red is a colour of violence or anger, etc. and we adopt it in our day to day life. Nowadays, advertisings are also using the colour theme.

Pepsi had come with the campaign of blue and it had compare it with the Indian cricket team, because our Indian team's dressing colour is also blue and Pepsi had also launch its product in blue colour. It was to symbolize the Pepsi as a cool guy's drink and with a tag line „Men in blue just keep looking cute“. Blue is the colour which is famous and the most liked by the Indian male and female. Pink is the colour famous among the female, therefore „Scooty Pep Pink“ the lady scooty had come with the theme of “pink se panga nahin lene ka“.

Let's talk about the black colour which is more popular in the advertisings market. In the west, black is the most elegant way to present beauty products. Products that thrive on their „Black“ advertising positioning here include the Bajaj Pulsar Black (fear the black), HSBC Advantage Fund- which strides on “Man in Black“. Shopper's Stop and the ICICI Pru have both use black in branding and advertisings. Then, there are brands that use dark-overtones in their advertisings, whether it's Samsonite, Mont Blanc or the truly mysterious Nakshatra.

Products like anti-dandruff shampoos and shoe polish (Cherry Blossom) intrinsically need black. The Onida Devil wears black clothes, in order to add that rare mix of mystery and poise. Bajaj used Fear the Black positioning, in order to convey personality and an adventurous spirit. The liquor clients that have truly embraced the hue in branding be Old Black Orange, Vintage Black Label Beer, Johnny Walker Black label, AC Black, etc.

Therefore it can be said, „yes, Black rules on the advertising highway“.

CREATIVITY ON THE PARTICULAR DAY

India is at number one position for having most number of holidays occasion because of its culture. On an average there is 6 to 7 occasion of different cultured person and also there are other activities like friendship day, April fool day, world aids day, father and mother days, making friend day, etc. on which holiday is not given but it is celebrated all over the India. On these particular days there are number of product and services are advertised in a simple way. But some of them add creativity in their advertising for attracting more customers towards their product and services.

For example:

- GO AIR airline“s advertisement on 1st April 2006, wishing April fool day to all those still flying other airlines and continuing its explanation that, why not fly an airline with a 96% on-time record, state-of-the-art A320aircraft and impeccable services. So much so that, we at Go Air, challenges you to find a better flight at a better fare. And if you are still flying any other airline, don“t be a fool. Just fly smart. Fly Go Air.

➤ FEVICOL's advertisements during the Independence Day (2006):- The brand which always stood for strong adhesive power has released a new hoarding to celebrate the country's Independence Day by talking about the partition. The brand, which was launched in 1959, takes its idea of bonding and sticking together by looking at the event, giving a new tagline "unfortunately launched post partition". This means if fevicol would have launched pre partition then partition wouldn't be possible.

➤ CITI FINANCIAL's advertisements during ganesh chaturti:- Citifinancial advertisements for providing loan up to Rs 100000 to customer through pamphlet during ganesh chaturti was creative because of the following reason :-

1. The tag line "KHUSIYON KA SHREE GANESH".
2. Behind the pamphlet the aarti of ganesh was written.
3. The colour used was red, green and yellow which are the colour of festival.
4. The icon of the ganesh was printed on the top and at the end in the small font it was written that "ise fek ke ganeshji ka apman na kare, ise apne saathi ko de" i.e. don't disrespect the lord ganesh by throwing this pamphlet, give to your friend in case of not needed.

4.1 DATA COLLECTION

SURVEY FOR CREATIVE ADVERTISING:-

Survey conducted on the 50 people of different age group, shows the following response on the particular advertising as per the rank wise i.e. 1st rank is the advertising which is most liked by the people, 2nd rank is less liked as compare to the 1st rank advertising, and so on.

1. SURF EXCEL (Daag acche hain) (10 vote)
2. BANK OF INDIA (8 vote)
3. NAUKRI.COM (hari sado) (7 vote)
4. RELIANCE INSURANCE (Saat aasaan sawaal) (5 vote)
5. DNA (speak up, it is in your DNA) (4 vote)
5. CHLORMINT (log chlormint kyon khate hain) (4 vote)
7. AIRTEL (3 vote)
8. JANA GANA MANA (respect the nation as well as the national anthem) (2 vote)
8. MONSTER.COM (2 vote)
10. INNOVA CAR (Aamir khan's advertising) (1 vote)
10. SONY MAX (deewana bana de) (1 vote)
10. STANDARD CHARTERED MUTUAL FUND (children's are like...) (1 vote)
10. OPERATIONAL FLOOD (piyo glass full Doodh) (1 vote)
10. RNA BUILDER (billboard) (1 vote)
10. ECLAIR (two ways, two types...) (1 vote)

As in survey I found that maximum number of vote was given to the Surf Excel advertising and therefore I am trying to give some important parts of this advertising. First see how the advertising was:-

4.2 DATA ANALYSIS

Surf Excel



A boy with his younger sister is on his way back from school.



As they continue walking the girl falls and mucks up her uniform.



Unhappy with the outcome, the little girl starts crying and calls for her “bhaiya”.



To please her, the brother attacks the puddle declaring “tujhe abhi dekhta hoon”.



As he kicks and punches the puddle, the girl encourages him “maaro, aur maaro”.



Getting the fight to a finish now the brother consoles his sister “sorry bol raha hai”.



As both of them smile, the ad adds: Daag lagne se kuch achcha hota hai, toh daag achche hai na? Surf Excel...



... Daag achche hain. Closing shot of the boy warning the puddle for future as the little girl looks on smilingly.

4.3 DATA INTERPRETATION

9.1 Why Surf Excel advertising was the most popular?

As in the survey I came to know that common people like the advertisements in which small children are there as compared to other age groups. In the survey, out of the four top advertisements three advertisements have children in them. Common people give the little kids their fair share of appreciation for a brilliant performance.

The advertising agency knows that Surf Excel is used for cleaning the dirty clothes and majority of the clothes are mucked up mainly by the children during the rainy season, either by mud or other things. So they had taken one small girl and her brother and created a same atmosphere, looking very beautiful and natural.

The agency had worked on each and every aspect.

1. The strategy: -

The strategy was to launch the Surf Excel with a new tag line. As a big competition from the Nirma, Tide and Rin the advertising agency had to try a different creativity. They want to target their main customer i.e. children because they create actual demand, majorly.

2. The idea: -

The idea was a new one. The advertising agency knows that Surf Excel is used for cleaning the dirty clothes and majority of the clothes are mucked up mainly by the children during the rainy season, either by mud or other things. So they had made an idea to take one small girl and her brother and create a same atmosphere, which should look very beautiful and natural i.e.



Kids come from the school.



The small girl is in her own tune i.e. not seeing where she is walking.



The girl falls in the mud and mucked up with it and calls her brother to give justice.

❖ Her brother tries to impress his sister by showing his braveness on mud for creating a satisfying environment on the face of his sister and etc, etc. The idea was simple and cute.

3. The execution: -

The commercial highlights the general protective behavior of elder brothers and the extent to which he goes to bring the smile back on his sister face. Overall the emotional aspect of children is very well depicted in this advertising. There is an unsaid creativity in this advertising which advertising dimension to the product qualities without overtly saying it. The visuals were good and impressive.

4. Overall impact: -

The overall impact on the people was positive. The people who were buying the other branded washing powder also liked this advertising very much. The advertising impact is so much that people not jump to other channel when this advertising is coming on the current channel. The way the Girl and the Guy bring out the best to promote the product as well as a personal touch to every individual had created a good brand image of the Surf Excel. The kids have not only brought life to a mud puddle but also have brought life back in advertisements. Well the creativity of people can easily be viewed in this advertising. It is a very good example of repositioning of "Daags".

What was so special in the DNA's outdoor advertising?

In the summer of 2005 there were strict competitions in the newspaper industry. There were three more newspaper („HINDUSTAN TIME“, „MUMBAI MIRROR“ AND „DNA“) where launching in the same period. Times of India had launch Mumbai Mirror to maintain its share in the Mumbai. Hindustan Times was next to come. So that to give cut through competition to the competitor DNA mainly focus on the promotional strategies. They selected the O & M for their newspaper advertising. The DNA launch outdoor campaign moved in two phases.

First, there were images of people with tape across their mouth; the next were no tapes, but a tagline, "Speak Up". Coming up with a „speak up“ slogan seemed the most natural brand fit with the paper. It was all about creating buzz. They used every possible medium to push the message; every entry exit area within the city had DNA plastered across it, they promoters moving across city with the tapes on their face and latter people wearing „speak up“ written on T-shirts.

The entire campaign used 150 billboards, 100 bus shelters, 500 stalls, 8 mobile vans, 30 double-decker busses, 5 railway stations, a unique mobile media projection unit and a giant glow ball outside the airport to spread the DNA message across the city. For this, O & M won the gold in the media plan of the year during.

The Outdoor Advertising Awards (OAA) 2006, held in Mumbai on 10th June. Another win for Rediffusion DY&R was a DNA outdoor campaign. They won silver in the entertainment and media category. The advertising was an outdoor hoarding advertising the crime news coverage in DNA. It featured a hoarding with a close-up of a man's face where the eyes were actually moving. The advertising had to focus on the crime coverage in the city; so the billboard really looked like a man scanning the neighbourhood, thus went very well with the product. A technical accomplishment, this single strategically placed billboard generated a lot of buzz for the brand.

The above creativity, great team effort of the O&M, good use of new technologies in the advertising, good relative factor of advertising with the product, etc. had make the DNA advertising as the best outdoor advertising.

CONCLUSION

On doing advertising detailed research study on the topic, I can now conclude that creative advertising plays an indispensable part in the success achievement of any business or organization. Creativity plays vital role in modelling, manipulation and creation of great advertising. Recent examples are the Hindustan lever limited and coco-cola that spent more than 50% of their budget towards advertisements. Below are the big spenders on the advertisement which show the importance of advertising.

<u>BIG SPENDERS</u>	
Top advertisers in 2005	Rs (in crore)
Hindustan Lever	666
Procter & Gamble	179
Paras Pharmaceuticals	144
Dabur India	143
Reckitt Benckiser	143
Pepsi Co	108
Nokia Co	105
Johnson & Johnson	104
Colgate Palmolive India	89
Tata Teleservices	85

Creative Advertising plays advertising significant role of businesses by creating great advertisings, which in turn bring huge returns in the form of profits. It influences the customers by providing true and updated information about the latest products and services available to them. Creative Advertisements also create awareness among the consumers through advertisings, environment conservation, health and safety, etc.

Many companies allot their advertising work to the Advertising agencies that use their expertise in creating creative advertisings. Each and every employee in the agency participates and provides best of their expert knowledge in bringing out advertising “great advertising”. The use of punch line, the words, the colours, the endorser, the cultural theme, the sound, etc. are the essential parameters that go advertising long way in deciding the creativeness of advertising.

The use of correct form of media also indicates the creativity of advertising. Where products are small in size and low budgets are allocated towards the advertisements than the use of vocals through radio can be used or if the target is larger than advertising picture with the related information can be placed in the newspapers. Where the budgets are high and the targets to be covered are in huge number and of high incomes then use of TV would be advertising better option as it creates excitement and advertising demonstration of the product/ service is possible.

Today an advertisement in India is on the urge of advancement. Till now it used the conventional modes of mass communication such as TV, radio, newspapers, cinema theatres, word of mouth, etc. in international

Marketing mechanism various technologies are being used to promote advertising such as e-commerce, users the devices such as mobile cell phones, internet, etc. which attracts the customer. It has been benefited the company and all.

RECOMMENDATIONS

WHAT IS THE PERFECT ADVERTISING NEEDED?

After doing the study on advertising, I think that the perfect advertising is the advertising which should at least contain the following things after planning and doing research on the customer preference:-

1. Jingle and signature tune: -

Jingles are like a song therefore it is more likeable by Indians. It is easy to remember the product which has jingle in its advertising and it sounds nice. Most of advertisements that have signature tunes are successful in the market so it is useful. And also signature tunes are now used as a ring tones which makes other people also aware about the product. (Jingle-Cadbury and signature tune-Airtel)

2. Use different modes of advertising: -

Using different modes of advertising makes chances of aware of products in a large scale. Modes like online, TV serials and show, billboards, standard newspaper, magazines, word of mouth, etc give a desired publicity to a product. More use of modes may increase initial cost but it gives good return to new product.

3. Location:-

If advertising has to be made within the home then its condition should be well enough because it reflects the company image. Its environment should look comfortable. If the advertising has to shoot at outdoor then city or foreign frames is a good option because it gives advertising a rich business culture and in many countries it is cheap to do advertising because of tax break (Bangkok, Prague, Dubai, etc).

4. Advertising in sports:-

The FIFA and the Cricket are the medium through which the millions of people are connected to the advertising. The advertising shown at the time of India and Australia match has a same effect as the advertising shown during FIFA. In India cricket is much liked as compared to other sports so it is to be used for promotion. (Ford fiesta-MOM, Nike, etc.)

5. Brand ambassador:-

Shahrukh, Amitabh, Aishwarya, Aamir, Sachin, Dravid, Sania, Dhoni and John are the brand ambassadors who are popular and make the product sale through their advertising. The personality other than this had not make good effect on their own. The survey by TAM Media says that this above mentioned personality has a good effect not only on men but also on women and kids. In the Promo Survey 2006, which analysed buying behaviour, said 52% of respondents or consumers think that celebrities make brands popular. 40% changed their buying behaviour based on the celebrity endorsement. 52% customers believe that a brand should always have a brand ambassador.

6. Innovation in advertising:-

Advertising should also be published through innovative media like outdoor campaign, advertisings in the serials and show (Kit Kat), use of that product in a movie (Virudh-Calcium Sandoz, Bournvita-Koi mil gaya, Motorola-Don, etc), streets play (Airtel), give advertising on the another product („rang de basanti“ printed on the coke bottles), advertise through SMS or Free Promos, neon, etc because it attract the target people at cheaper cost.

7. Different advertising for rural areas:-

Rural people are more attentive towards the advertisings which are non-traditional. The word of mouth particularly by the main person in that particular area is one of the best methods in rural areas. Many company had use different strategies for expanding their market in rural (Mortein, Asian paints, Fevicol, Cadbury, etc)

8. Animation or icon:-

Animation in advertisings has given a positive response to an advertising industry. Many advertising with an animation character or icon are known on the basis of animation character or icon (Eveready- „billi chaap“, Energizer-„bunny“, Scrat in Horlicks etc.)

9. Colour theme:-

A particular colour should be used as a theme for the product so that whenever a person see that colour he get a click in his mind about the product feature (scooty - pink, bike-black fear, etc.).

10. Different advertisings for different regions:-

The advertising shown in south and west should be with their culture and with rocking sound, whereas the advertising in north and east should be of soft theme. In south their local hero should be used and in north and west bollywood star should be used and in east tellywood star should be taken.

CHAPTER-5

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CHAPTER-6

APPENDIX

Q1. Which age group do you fall in?

- <18
- 18-24
- 24-40
- >40

Q2. What is your gender?

- Male
- Female

Q3. What is your Profession?

- Student
- Businessmen
- Housewife
- Others

Q4. Which medium of advertisement do you prefer?

- T.V.
- Radio
- Newspaper

Q5. Which advertisement do you remember?

Q6. How well do you remember that advertisement?

Q7. Other than trying to get you to buy the product or service, what is the main message of this ad?

Q8. What did you like most about this ad? Please be specific.

Q9. If you were describing this ad to a friend, would you say this advertisement is?

- Active
- Attention-getting
- Boring
- Cheerful
- Creative
- Informative
- Humorous
- Emotional
- Honest
- Other

