

LECTURE 36

Creativity Elements- Part I

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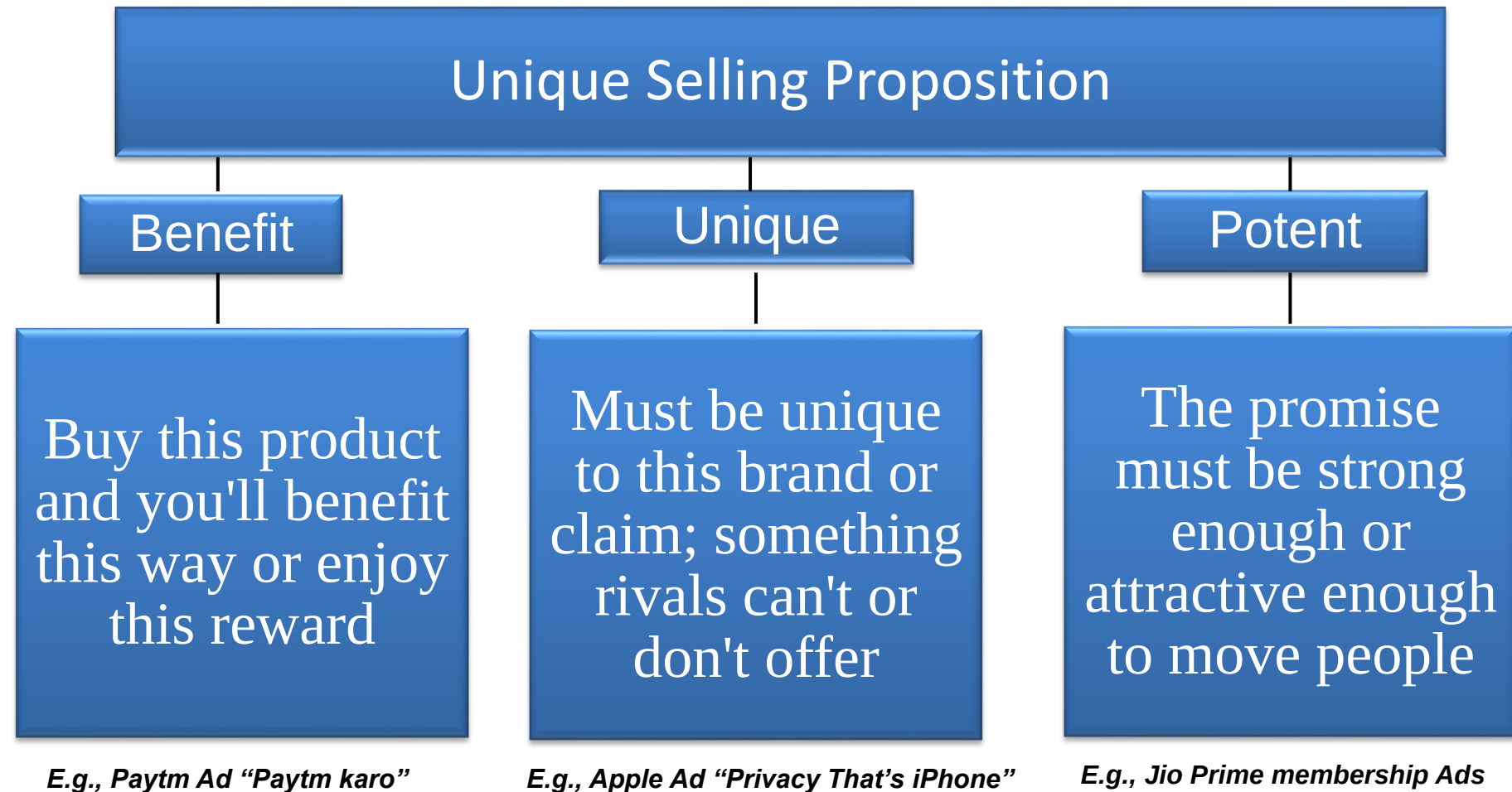
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Approaches to the Major Selling Idea: USP



Creative Slogans that helped companies to Build Its Brand Image

Apple – “Think Different”

McDonald's – “I'm lovin' it”

Surf Excel – “Daag Acche Hai”

Hero Honda – Desh ki Dhadkan

LIC – Zindagi ke saath bhi, Zindagi ke baad bhi

Idea – An idea can change your life

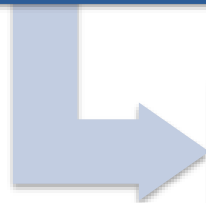
Lifebuoy – Lifebuoy hai jahan, tandrusti hai wahan

Creating a Brand Image

Used when competing brands are so similar it is difficult to find or create a unique attribute

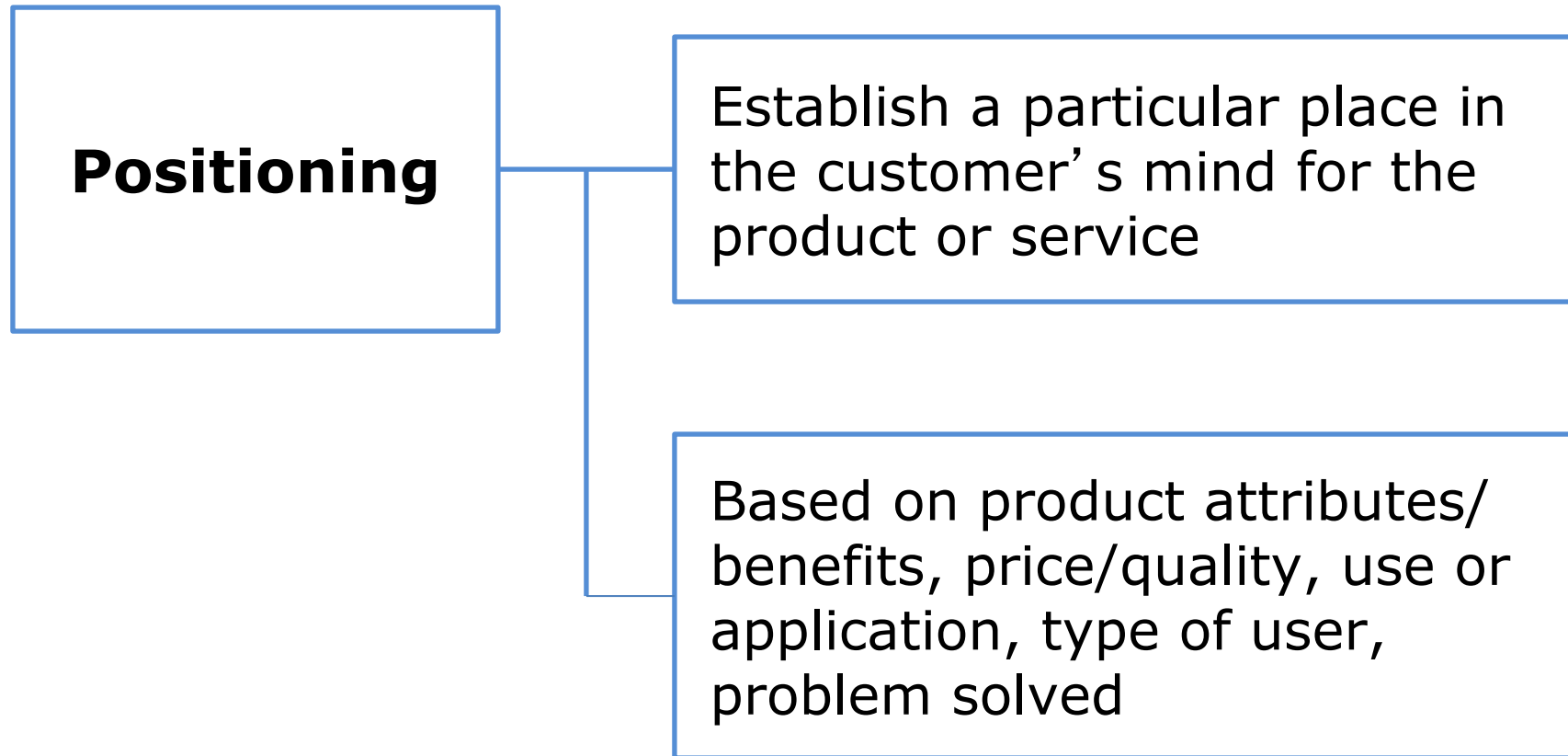


The creativity sales strategy is based on a strong, memorable brand identity through *image advertising*



Often used for products such as soft drinks, perfumes, clothing, airlines

Approaches to the Major Selling Idea: Positioning

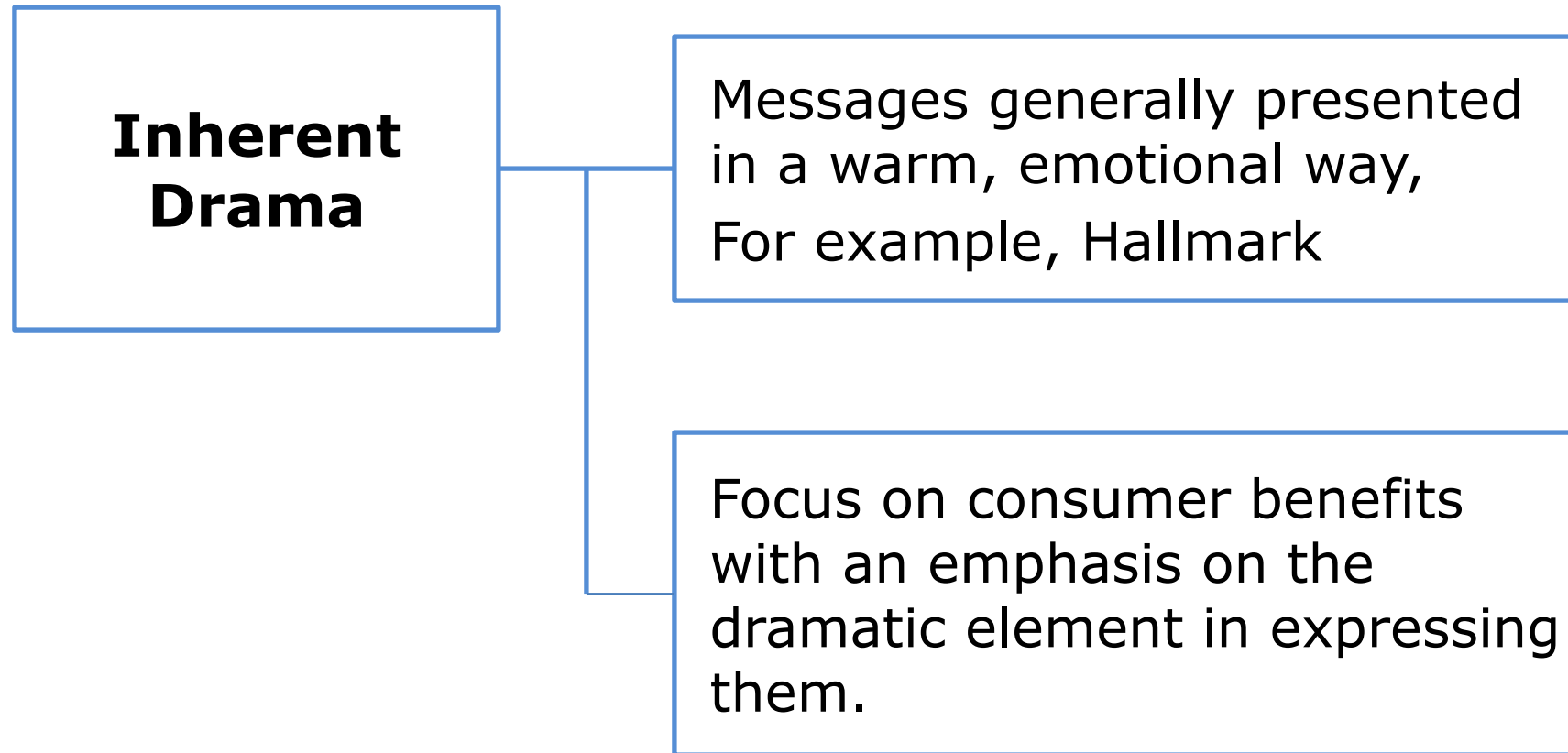


E.g., BMW - "The Ultimate Driving Machine"

Inherent Drama

- “Creativity calls for an intuitive ability to identify the inherent drama that resided within a product through the conscious use of "earthy vernacular" imagery. Here, the creative experts revisit the idea about **WHAT BUSINESS WE ARE IN?**
- For example, Leo Burnett Agency promotes the concept of Inherent drama: Characteristic of the product that makes consumers buy it.
- The inherent drama “is often hard to find but it is always there, and once found it is the most interesting and believable of all advertising appeals.”

Approaches to the Major Selling Idea: Positioning



E.g., Ads by Caratlane and Tanishq

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