

LECTURE 38

Creative Execution In Advertising- Part I

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Creative strategy: Execution

- The “How it is communicated” is just as important as “Determining what to communicate” in an advertisement.
- Creative execution deals with the physical form of an advertisement – story, script, copy, art, music, words and phrases, colour, style, tone, reproduction, etc. – MESSAGE---
- A special reference to relativity in terms of Linguistics, Visuals and taking it there.
- YEH DIL MANGEY MORE

What is Messaging?

- Messaging refers to-
 - ✓ How an organisation/brand talks about themselves
 - ✓ Talks about what value they provide
 - ✓ Remember it's realised through expressions, words, pictures and -----so many ways

What does a message need?

- Message should have the following requisites:
 - ✓ Main idea about value offerings
 - ✓ Resonate with target audience
 - ✓ Clear communication about mission, vision, point of difference, values you hold, value you offer, problems you can solve etc.

Message strategy defines the goals/objectives of the advertiser.

When you see a marketing communication you should ask:

- What is this message trying to do?
- How is it trying to accomplish that?

Possible Objectives to be Considered

- Define brand image-----
- Link a key attribute to the brand name---- Reliability-----Service Strength---
-Technology
- Promote brand recall----JODNA----JOD----
- Instil brand preference----Comparison----KOI NA KAR PAYE
- Persuade customer through engagement-----Chips
- Change or reinforce customers attitudes-----Cash on Delivery
- Stimulate response or action-----Amazon
- Transform consumption experience-----
- Situate brand in a social context-----Jaago Re
- Resolve social disruption and cultural contradictions-----Festivals

1. Define Brand Image

- Brand image refers to the general impression a person (current or prospective customer) holds about a brand.
- Method- **Image Ads**
- Example- **Butter Girl** of Amul, **Swoosh** of Nike, Mac's (**PC- Uncool, Mac- Cool**)
- Reasons-
 - ✓ Effective in crowded media environment.
 - ✓ Clear differentiation from other brands.
 - ✓ Effective for transnational companies; no linguistic nuances.

2. Link a key attribute to the brand name

- When advertisers want consumers to remember the brand and associate it with one or two attributes.
- Method- **Unique Selling Proposition (USP)**.
- Example- **Free hot pizza delivery in 30 minutes or less or it's Free** (Domino's), **Clinically proven, dandruff protection** (Head & shoulder)
- Reason to buy but don't require the consumer to think too much behind the reason but just associate with the brand name.

3. Promote Brand Recall

- Methods and Examples-
 - ✓ **Repetition**- Amul Cool, Tetley make teabags make tea (Tetley Tea), Nirma washing powder Nirma (Nirma), Kya aap Close up Karte hain? (Close up)
 - ✓ **Slogans and Jingles**- Kit-kat break banta hai (Kit-Kat), Har Ek Friend zaroori Hota Hai (Airtel), Isko laga daala to life jhinghalala (Tata Sky)
 - ✓ **Point-of-Purchase Branding**- Prompt through look of isles, packaging prompts at the time of purchase.

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