

LECTURE 39

Creative Execution In Advertising- Part II

By, Prof. Vinay Sharma
Professor
Department of Management Studies
Indian Institute of Technology Roorkee



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Possible Objectives to be Considered

- Define brand image
- Link a key attribute to the brand name
- Promote brand recall
- Instil brand preference
- Persuade customer through engagement
- Change or reinforce customers attitudes
- Stimulate response or action
- Transform consumption experience
- Situate brand in a social context
- Resolve social disruption and cultural contradictions

- Image Ads

- It is expressed in visual terms because brand images typically rely on the visual impression of a brand which it makes with only a glance.
- They may use images to point to a brand quality or attribute or evoke a certain set of feelings about the brand.

- Repetition

- Done by buying a lot of ads and/or by frequently repeating the brand name within the ad itself.
- The idea is that things said or shown more often will be remembered more easily than things said or shown less frequently.
- E.g., Saundarya sabun nirma....saundarya sabun nirma

4. Instil Brand Preference

- Affective Association
- Methods and Examples-
 - ✓ **Feel-Good Ads**- Memories of Our Lives (Kodak), Share Happiness (Coco Cola), Kuch meetha ho jaye (Cadbury's)
 - ✓ **Humour Ads**- Dimaag ki batti jalao (Mentos), Seedhi baat no bakwaas (Sprite), Ramesh-Suresh (5 Star), Bhaiya ye diwaar tootti kyu nahi (Ambuja Cement)

5. Persuade Customer Through Engagement

- Arguments
- Methods and Examples-
 - ✓ **Reason-Why Ads**- Kya aapke toothpaste mein namak hai? (Colgate), Insurance and Mutual Funds Ads
 - ✓ **Hard-Sell Ads**- One-time only sale, Call or click now, Limited time offer. All online shopping platforms.
 - ✓ **Comparison Ads**- Tide, Mac vs PC Ads
 - ✓ **Testimonials**- Incredible India (Amir khan-celebrity), Sensodyne (UK dentist-expert opinion), Dove (Common brand users-common people)
 - ✓ **Demonstration**- Gillette Razors
 - ✓ **Infomercials**- Weight loss and fitness products

6. Change or Reinforce Customer Attitude

- Change behaviour by inducing anxiety
- Method-
 - Anxiety Ads- P&G, Listerine, Saffola, Fair & Lovely



7. Stimulate response or action

- Scare the consumer into acting.
- Method-
 - ✓ **Fear-appeal Ads**- Anti tobacco ads, Road Safety Ads, "Stop Climate Change Before It Changes You Campaign" — The World Wildlife Fund

8. Transform consumption experience

- The American Marketing Association defines transformational advertising as that which “associates product usage with certain feelings, images or meanings that then transform the experience of using the product.”
- Method-
 - ✓ Transformational Ads- Hug Me (Coca Cola), Bolne Se Sab Hoga (Google)

9. Situate brand in a social context

- The social setting and brands affects each other.
- Methods and Examples-
 - Slice-of-Life Ads- Desh ka Namak (Tata Salt), P&G's 'Moms' Ad, Hamaara Bajaj
 - ✓ Branded Entertainment: Product Placement- movie *Krish* where the lead actor drinks a lot of Bournvita

10. Resolve social disruption and cultural contradictions

- Method-

- ✓ Tie Brand to Social/Cultural Movement-

- Sindoor Khela (Times of India)
 - School (P&G Shiksha-CSR Initiative)
 - The Shower (HUL)
 - Go Safe Outside (Hamam)
 - Swachh Aadat Swachh Bharat (Lifebuoy)

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