

LECTURE 40

Creative Execution In Print Advertising

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Message Tone

- The choice of tone affects the way advertising copy or script is written, the way people feel about an ad, and the relationship that the ad creates with consumers.
- Can be upbeat, energetic, wholesome, light-hearted, helpful, clinical, angry, dreary, sad.

Production and Design Decisions

- They include decisions on aspects such as colour, design, layout, type selection, sound, lighting, casting, location and staging etc.

Fevicol Case

- Parent Co. Pidilite Industries Limited.
- Advertising campaigns of Fevicol shifted the entire brand of a low-involvement category into one that enjoys recall and equity.
- Fevicol has bonded with Ogilvy (earlier O&M) for their creative aspect and won about 99 awards for the Fevicol campaigns.
- Taglines over the period-
 - Dum lagake haisha, Zor lagake haisha.
 - Pakde rehna chodna nahi.
 - Fevicol ka mazboot jod hai, tootega nahi.

- Famous advertisements-
 - First advertising by Piyush Pandey on ‘Dum Lagake Haisha’ theme.
 - The Hen and Egg Ad
 - The Rickety Bus Ad
 - The ‘Moonchwali’ Campaign
 - Sofa Ad
 - Mazboot ka jod hai Mazboot (2020)
- The idea behind the advertisements is simple and straightforward-
Fevicol aisa jod lagaye, acche se acchana todh paye.

- Fevicol's Journey is characterized by two things-
 - Unbreakable bond (Atoot Rishta)
 - Innovation (Bharat Puri, MD, Pidilite Industries Ltd.)
- Elements in advertising- **humour and innovation** gives them repeated value without Fatigue factor.
- Its consumer engagement initiatives such as Free store, Fevicol Room at Lalbaugcha Raja, Kumbh Mela activity, Fevicol Runners at Mumbai marathon are good example of extended communication programmes.

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Elements of Print Advertising

- Layout
 - Art director's counterpart of a blueprint to position and size of print elements like headline, body copy, visual, tag line, signature etc.
- Headlines
 - “On the average, 5 times as many people read the headlines as read the body copy. It follows that, unless your headline sells your product, you have wasted 90 per cent of your money.”— David Ogilvy
 - Different types of headlines-
 - Direct- At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock.
 - Word play- Dhoni Takes The Highway, Mahi Way
 - Questions- Do You Know If Your Shampoo Has Paraben?
 - Reason-Why- 8 Reasons Why You Should Immediately Change Your Phone.
 - Heart-to-heart- No, You Don't Need To Please Everyone- And Why You Shouldn't Even Try

- **Body copy**
- Main text of the ad, developed to corroborate a claim, provide explanation, and recapitulate the evidence.
- Few examples of excellent body copies
- “This is an ad for men. Hire more women in leadership roles. We’re all worth it.” (L'Oréal Paris)
- One ad in which Jungle Sound Studios recorded the 613 words and printed them as soundwaves.

FOR MOST CHILDREN WITH AUTISM, MORNING ROUTINES NEED TO BE FOLLOWED EVERY DAY BREAKFAST HAS TO START AT 7 O'CLOCK IN THE MORNING IN ORDER TO KEEP THEIR MINDS AT EASE. IT IS IMPORTANT THAT EVERYTHING IS EXACTLY THE SAME BOWL SAME CEREAL SAME MILK SAME SPOON BECAUSE EVEN THE SLIGHTEST DEVIATION FROM THIS ROUTINE CAN HAVE AN OVERWHELMING EFFECT ON THEIR WELL-BEING IN A NOISY ROOM MAKES MY EARS HURT A LOT THE JUG BOILING SOUNDS LIKE DAD IS MOWING THE LAWNS INSIDE AND WE WANT TO FIND OUT WHY DOES EVERYONE KEEP YELLING AT ME ALL THE TIME THIS HAPPENS, AND HOW WE CAN HELP TO MANAGE IT. RESEARCH IS CURRENTLY UNDERWAY BY A TEAM OF NEW ZEALAND'S TOP SCIENTIFIC MINDS TO DEVELOP A GREATER UNDERSTANDING OF WHAT MAKES A MIND AFFECTED BY AUTISM TICK TOCK TICK FROM THE CLOCK IS LIKE THUNDERSTORMS IN MY EARS AND I WANT IT TO STOP IT'S TOO LOUD I NEED IT TO STOP AND BY DONATING AT MINDSFORMINDS.ORG.NZ YOUR GENEROSITY CAN SOMEBODY PLEASE MAKE IT STOP BECAUSE I CAN'T CONTINUE THE DNA SEQUENCE ANALYSIS THAT COULD PROVIDE US WITH THE VITAL INFORMATION WE NEED TO RECOGNISE THE GENETIC SIGNATURE OF AUTISM IN PEOPLE SOUND LIKE THEY'RE SCREAMING I TRY TO BLOCK IT OUT WITH MY HANDS BUT IT WON'T WORK I WANT TO RUN AWAY I WANT TO HIDE BECAUSE WHEN WE CAN UNDERSTAND AUTISM, THEN WE CAN HELP ME (minds for minds Unlocking Autism Together)

- Visuals

- First element to be noticed in print.
- Grab attention, convey message, demonstrate use, clarify claim made by the copy, provide continuity for the campaign by using a unified visual technique in each ad.
- A technique-visual path-employed that takes the viewer's gaze to a specific element. Two notable shapes are Z and F.

Colours in IMC

- Colours
 - Colours can portray emotions.
 - Specially focused when message is without words and complement the message in case of words.
 - Many a times, brands prefer their own colours to portray their image/personality.
 - Lüscher colour Psychology
- Colours and their meanings
 - Blue "Depth of feeling" passive, concentric, tranquillity, calm, tenderness
 - Green "Elasticity of will" passive, concentric, defensive, persistence, self-esteem/assertion, pride, control
 - Red "Force of will" eccentric, active aggressive, competitive, action, desire, excitement, sexuality
 - Yellow "Spontaneity" eccentric, active, projective, aspiring, expectancy, exhilaration
 - Violet "Identification" unrealistic/wishful fulfilment, charm, enchantment
 - Brown Bodily senses, indicates the body's condition
 - Black Nothingness, renunciation, surrender or relinquishment
 - Grey Non-involvement and concealment

- Psychology of color is not that simple.
- For e.g., yellow can be associated with happiness but also symbolizes sickness and paleness.
- Brown may be used for rugged appeal and to stir appetite (chocolate).
- Success depends on perceived appropriateness. (Does the color fit what's being sold?)
- Famous examples of colour association with IMC of several brands-
- Red- **Coco-cola** (boldness, excitement)
- Yellow- **Mc Donald's** (Liveliness and happiness)
- Blue- **Tiffany's** (openness, and innocence), **Facebook**, **IBM** (professionalism, security, and trustworthiness)
- Purple- **Cadbury's** (creativity and unconventionality)
- Primary colours except L- **Google** ("doesn't follow the rules")

- Typography
 - portray the message in words, visual appeal.
 - Complementary to other elements.
 - Legibility of lettering.
 - Colour of text.
 - Famous typeface used by companies- Myriad (Apple), Clarendon (used in WW1 for proclamations), Avant Garde Gothic(Adidas)

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