



Subject: Commerce

Lesson : Messages and Creativity in Advertising

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1. Learning Outcomes:

After reading this lesson, you should be able to:

- explain the types of messages in advertising,
- understand the message strategy,
- appreciate the role of creativity in advertising,
- identify the various creative strategies and styles,
- apply the knowledge of designing of the copy process creatively.

2. Introduction:

You will get to know in this lesson about the use and effectiveness of creativity in advertising communication. Complexities in advertisement and the consumer behavior they are supposed to influence, makes knowledge about creativity, the designing of ads in print and broadcast media that much more interesting.

The crux of any effective communication is to get the message across to the recipient in the same tone and meaning in which it is intended. In case of advertising as well, messages hold importance as they are used to inform, persuade and act by changing/shaping the attitude of the recipient.

3. Message in Advertising

Message in general can be defined as "A verbal, written, or recorded communication sent to or left for a recipient who cannot be contacted directly."

In advertising sense it means the "Meat of an advertising or commercial that attempts to convey what the advertiser intends through words and/or pictures."

It can also be explained as "message is the thought, idea, image, or other information that the advertiser wishes to convey to the targeted audience". The presentation of advertising message is of great importance while determining its effectiveness. Focus of the advertising team should be not only on the content in the message, but also on how the information flow for communication will be, as well as the best possible message appeal.

Message structure is the organization of all the elements of a message. Research is ongoing to gather information on the message structure and its influences on the effectiveness.

Messages could be one or two sided. One-sided messages talk only of the benefit or positive features in the ad. For example advertisements of Mobile handsets only talk about its positive features and don't mention any of its side effects. Such messages are effective where the recipient is not exposed to the competitor's messages.

On the other hand, a two-sided message features the benefits and weaknesses. An advertisement with such planning becomes highly talked about and a two-sided oratory over competitors by highlighting a specific feature. This is how Tide detergent powder justifies its purchase and usage.

Figure 1: Click on the link below to view an image on Tide

Source: <http://2.imimg.com/data2/US/BN/MY-3394706/tide-detergent-powder-250x250.jpeg>

Every reputed advertising agency owes its success and creativity to a creative department that is given the task of generating all marketing communications. Those associated with these departments are experts who put the words in advertisements, graphic artists plan the visuals and the layouts, and other specialists aid in the strategy of giving the shape to such advertisements. Also named as creatives, they are specially employed by advertising agencies so that their creative talent and experience can be tapped for making advertisements that stay in the minds of the target market. The challenge before the

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creative team is to design messages that will appear to be personal, even if it is sent through impersonal media like TV and radio.

The Message Theme

This is a framework of the main idea or ideas that is/are supposed to be conveyed through advertising. In other words, it can be said to be the benefit or the promise that is being conveyed by the advertiser. To take an example, the key message in a car ad could range from mileage, safety, convenience, to driving pleasure, maneuverability etc. Ideally, it should match the medium that has been selected or shortlisted, the target group intended and the message that has to be delivered.

Where would you put an ad for Rolex watches?

4. Message Strategies

In the previous lesson you have learnt about the importance of the creative brief and the fact that the message plays a key role therein.

The message strategy is the way through which the message theme (explained above) is delivered. This can be explained as a way of using creativity to communicate a brand message to the specified target audience. The most important aspect of the message is that there should always be an appeal- an idea that motivates the target market to act.

Message strategies can be put into 4 different yet related categories:

Cognitive- Through these, rational arguments or information are presented to the intended or current consumer base. Here the most talked about aspect is the product/service attribute or the benefit that can be obtained from the product usage or service consumption.

Affective- These strategies are related to feelings and emotions and the effort to match them with the product/service to be advertised. Emotions like love often work wonders over cognitive strategy. A more expensive handset, say the Samsung Galaxy Note II can be shown to have more exciting and topical research based features, and therefore a value for money investment for prospective customers and/or the loved ones.

Emotional appeals are not limited to consumer advertising alone, they are used in case of business to business (B2B) advertising as well. The reason is that the people involved in buying called buying center comprises human beings who are prone to making decisions on non-rational or emotional lines.

Conative- These strategies help to support other promotional activities like BOGOF (buy one get one free). Like other strategies, their goal also is to motivate consumers to act.

Brand Strategies- As the name indicates, these build and increase the brand name or the name of the advertiser behind the brand. These can be further divided into:

- **Brand User Strategies:** These are all about people using a specific brand. You are already familiar with celebrity endorsements. In such ads the center of attraction is the user or users in the ad.
- **Brand Image Strategies:** Here, the fundamental idea and focus is to create a brand personality. Usually celebrities are not used in such type of ads. If at all a person's presence is required, a typical man on the street is used. In addition to

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developing brand image through above-the-line media, non-traditional as well as below-the-line-media is also utilized for the purpose.

- **Brand Usage Strategies:** These talk about different uses of the particular brand. Take the case of Burnol, the anti burns ointment. When usage declined, the company advertised it as an all-purpose cream. Same is the case with Calcium Sandoz. To increase usage, the brand was extended to usage by women as well.
- **Corporate Strategies:** These focus on corporate name and image as compared to the individual brand. This holds true where customer trust is the issue. Case in point, a few years back, a major controversy erupted with accusations of worms being found in a major chocolate brand. The brand did a corporate campaign in major newspapers emphasizing about their hands free packaging and safety features incorporated during manufacturing.

Steps for Effective Message Strategy

Messages are a dime a dozen, being sent through all kinds of media leading to clutter. A good Message can become effective. How can this be done?

Effective Message Strategy Briefs evolve if the following steps are religiously followed:

1: Forming communication objectives: What are the end results that are to be achieved? What are the objectives?

- A few Objectives that could be outlined are:
 - Cognitive: awareness, education, explanation and increasing brand knowledge
 - Affective: related to feelings and emotions and the effort to match them with the product/service to be advertised.
 - Behavioral: increase trial, purchase, repurchasing and effective disposal

2: Customer Insight: Data Mining and Processing

- Customer insight: All those attitudes & beliefs that influence behavior of the target audience. For example, Fair and Handsome. Research revealed that young and middle-aged men also want to be fair and desirable to the opposite gender & applied 'Fair and Lovely'. This led to the development of 'Fair and Handsome'.

3: Selecting a Selling Strategy

- Benefit and other aspects associated with it- the needs, wants & desires of the target market and its satisfaction through product purchase, usage and consumption; assurance inherent with the product: positive result from the product being purchased and consumed; reason why: support, proof or confirmation about benefit
- Attributes: Features that are unique to a product and can be said to be the advantage over the other existing competing products and services
- Trade Off between Value and price: Value for Money from the buyer's/user's perspective, the best quality product that can be bought for that price say plastic Detergent Packs that can be reused to store grains

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- Unique-selling proposition: selling strategy that focuses on a product's most specific or unique difference in comparison to those in a competitive product(s);
- Basic: These focus on a feature or benefit of a product that is, as the name suggests, generalized across a category
- Anticipatory: is about a quality or benefit that a product in the same category has but does not claim. A good example of this is the advertisement of Godrej refrigerators claiming to be with PUF a few decades back. All refrigerators, for the purpose of chilling need to have PUF but none else claimed this. Godrej Refrigerator sales zoomed as a result.
- Informational: based on known facts about a brand & its attributes say Hero Honda CD 100 bike with the best mileage among motorcycles
- Belief: increases conviction and decreases the risk perception, use PR, testimonialetc.
- Emotional: connects with customers & prospects at the sentimental level & moves them to respond with feelings say Saffola Cholesterol free 'DilKeliyeachhahai': psychological connection between a brand & its customers & prospects e.g., Titan Watches or Idea Cellular Services
- Lifestyle: Uses situations & symbols of lifestyles that the target audience can identify with or aspire for, say for the Connoisseurs Rado Watches or Louis Vuitton Bags
- Incentive: Creates a sense of urgency & customers are rewarded for their quick reaction and response. "First 100 customers get additional 10% discount"
- Reminder: tries to keep a brand 'top-of-mind' with the target in mind. Used by well-established brands to remind customers again and again to continue to stick to the advertised brand and maybe change the perception esp. at the point of purchase.
- Interactive: Creating two-way communication to start interaction with customers & capture their feedback.

5. Types of Messages

Humor

Humor has a big role to play in our daily life. Across history, humor has been used by people from all walks of life-be it politicians, actors etc. Advertisers too have started using humor with the hope of 'hitting several birds with one stone'- from gaining attention, influence, attitudes, aiding recall to motivating customers to act.

Research on humour shows that:

- It is able to attract attention,
- It increases the liking of the advertisement and the advertised brand,
- It is not advantageous as compared to non- humor based ads,
- The nature of the product affects the appropriateness of the humor.

As compared to TV, humor is used less regularly in print yet it is an effective way to reach out to the viewer. Advertisers need to tread carefully while thinking of using humor. This is because:

- The effect of humor varies across target groups- one man's meat is another man's poison (what could be funny for some may be unfunny for others),
- Humor can have a different connotation across religions, cultures and nations,
- If humor is distracting for an audience they may forget the intended message.

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Fear

Using fear in ads is thought to be effective means of motivation even if it is negative. Of late a lot of advertisers are trying to motivate viewers to use information and act by:

1. Identifying the negative result of not using the product/service
2. The negative effect of using products viewed negatively like drinking, smoking, drinking and driving, use of drugs etc.

Value Addition 1: Activity
Fear Appeal
Develop a list of products for which you feel fear appeals might be relevant? Discuss with your peers

Here the logic used is that fear generates interest and acceptance of the message and stimulates the viewer to some action. Products like toothpaste (germs, bad breath and tooth decay), mouthwash (bad breath), deodorants (social non-acceptance) etc. use and try to increase usage through fear.

On the other hand, automobiles, tires (safety and comfort) being uninsured (uncertain future for self and loved ones) too focus on using fear as a theme for action. Here, the million-dollar question for the advertiser is, what should be the intensity of the fear being presented through the ads.

An optimal level of fear is dependent on the relevance of the topic for the viewer. High involvement of the people leads to motivation by a small dose of fear.

Guilt

On the lines of fear, guilt too is used as a negative motivation. Guilt becomes prominent in case of rules being broken or in case of irresponsible behavior. This is used with telling effect esp. in case of emotionally mature individuals who get to take action to overcome or reduce the level of guilt. The advertised product or service is positioned to be a cure to reduce the guilt.

Sex

Sex appeals are increasingly being used. What was unthinkable a few years back is now an acceptable part of advertising messages. This kind of appeal is very explicit in countries like US, Brazil and certain European countries.

Figure2: Click on the link below to see the ad of Axe Perfume using Sex Appeal in Advertising

<http://www.porhomme.com/wp-content/uploads/2009/01/axe-body-spray-works.jpg>

Sex in advertising performs the following roles:

- An initial attention getter,
- Enhances the recall value,
- Evokes emotional responses.

There can be endless debates on the exact role of sex in advertising, but industry experts agree that the primary goal of advertising is to get the attention of the product's target audience, which rightly or wrongly happens on using Sex in advertising. Although highly controversial, it can be presented properly, without offending or hurting the sentiments of people or sounding or looking crass.

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Music

Music has touched our lives like nothing has. Be it parties or leisure, music has had a big role to play in civilizations. It has also not left the advertising industry untouched. Be it background music, jingles or popular tunes, the idea is to make the ads stand out from among the clutter, simultaneously helping to gain attention, convey USP and to sway the mood of the listener.

It also helps to make the viewer more receptive to message and communicate as much information as possible about the advertised products/services.

Subliminal Messages

Subliminal means below the conscious threshold of awareness. Self-help and meditation CDs play at a level that is non-decipherable to the naked ear.

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According to Webster's dictionary to 'create' means, "To bring into existence, to invest with a new form, to produce through imaginative skill". The Encyclopedia Britannica uses a similar definition, "The ability to make or otherwise bring into existence something new, whether a new solution to a problem, a new method or device, or a new artistic object or form."

Anyone can come up with an ad, which can be transmitted through print, broadcast, outdoor, mailbox and the Internet. The idea should relate to the message and to the target audience, else it would be a wasteful investment. Where the ad is creative, it is able to make a direct connect with the reader/viewer.

What is creativity can be best explained though what jazz musician Charlie Mingua said "Creativity is more than just being different. Anybody can play weird, that's easy. What's hard is to be simple as Bach. Making the simple complicated is commonplace, making the complicated simple, awesomely simple, that is creativity"

Advertising too is all about creativity. It is the result of joint long-term planning and hard work by the copywriter& the creative director who together give the final shape to the final ad copy.

6.1 Timeline

Creative teams, a mainstay of nearly all agencies since the 1960s, did not exist prior to that.

Figure 3: Click on the link below to view a creative depiction of hand in advertising.

Source:

http://adsoftheworld.com/media/print/segmento_humanity_and_nature_are_one?size=original

The creative strategy used to communicate messages through ads is often a critical aspect of the promotional process and can spell the difference between success and failure of the ad campaign.

Successful products have seen increasing sales and declining sales have been seen to be reversed, thanks to creative campaigns. Advertisers often struggle to find the right

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creative content that will lead to good, quick results. A lot of ads exist that get praised by critics but fail where it matters most- ultimately to sell the brand.

A creatively made ad achieves its objective of remaining in the mind of the prospect much more than an ad made without much creativity. Thus a creative ad is able to aid in the primary mission of informing, persuading and reminding prospects.

Nevertheless a lot of experts have argued about what comprises creativity in ad messages. One school of thought is that an ad is creative only if it helps to sell the product. Others opine that creativity is all about art and aesthetics and believe that all creative ads are novel, original and unique. Let us take an example:

Figure 4: Click on the link below to view a creative use of the lamppost in advertising.

Source: <http://cache.gizmodo.com/assets/images/4/2011/11/b5ddb806ff86b2037f77fd0590b659d9.jpg>

The correct balance between defining a good creative message and execution should always be maintained. A creative strategy can help the brand move on the right course- of success, despite tremendous distractions and ad clutter.

Thus all ad communications should focus on capturing consumer attention and interest. The same needs to be sustained and retained. Creativity in ads increases the popularity of the ads among the consumers and motivates them to talk about the product if not indulge in purchase advertisement-specific products/services.

The creative department of the ad agency uses various tools at their disposal. One technique often used is playing with words as well as verbal and visual images like - Put a tiger in your tank as in the case of the Hero Honda brand advertised on TV some years ago. Creativity also helps the product being viewed differently as compared to competing products.

An ad (whose link is given in the web links section of references) was highly amusing for people and it was the topic of conversation for a lot of people in the elevators. It also led to a lot of enquiries regarding the therapy among doctors in the vicinity.

Creatively made ads for tires, suitings, breakfast cereals remind us to indulge in their purchases again and again.

6.2 Creative Checks

Creativity in advertising is the result of pure thought and writing talents. The copywriter needs to be creative but should not lose sight of achieving the client's objectives.

The following checks are important while writing the advertisement copy:

- Will the ad achieve its assigned objective and thereby help sell its products?
- Is the message attuned with the existing or desired advertiser image – focus on, for example, product safety,
- Will the message directly relate to audience propositions?
- Will the intended ad be able to do its job memorably, believable and convincingly, despite limitations and is it feasible in terms of say cost?

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The right type of advertising is heavily dependent on the tight creative talent. The creative strategy is designed to inform, persuade and remind the consumer. It requires deftness, curiosity and knowledge of related issues and the environment around the person as well as the organisation. The Creative person should be conceptually sound, original and non-biased. He should be more realistic and seeped in reality.

6.3 Creative Brief

People who use creativity to write effective ad copy are directed by 'the creative brief'. This has been designed to ensure that copywriters get inspiration. They are thus able to move their flow of ideas and thoughts towards the solution to the client's problem(s) communicated to the ad agency.

An idea brief could comprise answer to the following questions:

1. What is the background for this task?
2. What is the strategy?
3. What are we required to do?
4. What is the corporate/brand positioning?
5. What objectives have been outlined by the client?
6. Who is our target market?
7. What is their feedback about the intended product/service?
8. What do we want them to do about the product/service?
9. What is the USP?
10. Why will the target market believe in this USP?
11. How should the message be delivered (appeal)?

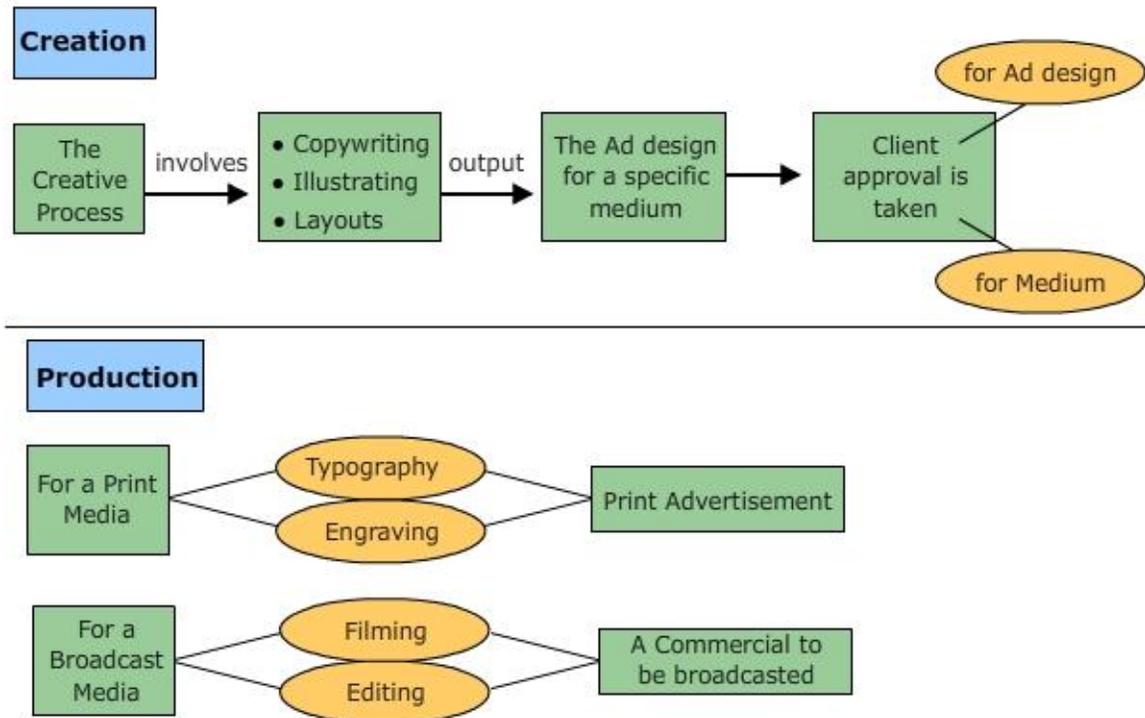
6.4 The Creative Process

It is a formal outlined process that aids and helps in innovatively and credibly increasing productivity & output by an individual or a group. Creative success is achieved when things are properly thought of and executed. The creative process, used to generate ideas or to mishmash existing concepts, and present them in new, fresh ways, can be sliced in the following five steps:

1. Immersion: Immersion stage deals with problem identification and formulation as well as identifying the right creative team to handle the other subsequent steps.
2. Digestion: During the Digestion stage, background information about the client's problem is gathered. To take an example, product related research involves studies ranging from attitude, market structure and positioning to perceptual mapping and psychographic studies. Qualitative research techniques are also used. These could be in-depth or focus interview or even ethnographic studies.
3. Incubation: During the incubation stage, the team gathers all the information, organizes it, tries to analyse and interpret it.
4. Illumination: Illumination is also referred to as "the big idea". Sometimes what works wonders is to move away from the problem for some time. Go to another task. This is because the inspiration can come from anywhere, any time. It is like misplacing your key chain at home. If you think too hard you are unable to locate it. It will strike you when you stop thinking about it.
5. Illumination: During the verification/revision stage, the purpose is to evaluate the ideas that come during the Illustration stage, reject the inappropriate ones and refine the most appealing ones.

Fig 5: Model of the Creation and Production Process

Model of Creation & Production Process.



Replay

A few techniques used during this stage are:

- Focus groups: In case of focus groups normally 8-10 people are chosen as representing the target market. They are used to develop product concepts and advertising copy. These techniques allow for in-depth information on a specific topic through discussion, which helps to develop an insight into the behaviour and thinking of the individual group members which can be taken to be representative of the whole market and alterations can be made as a result.
- Message studies: are related to recall or recognition on how well people can remember advertisement they have seen. Research also indicates that recall of advertisement may have a slight bearing to further purchase of the product.
- Portfolio tests: For Portfolio tests dummy ads are mixed with regular ads. A number of dummy ads are put in a portfolio along with the ad copy to be tested. The consumer sample sees the folio. The consumer is then asked about what he has seen in each ad. The ad, giving minimum playback, is considered the best. It is then verified whether the adjudged ad is dummy or regular. In case it turns out to be a dummy, the actual ad is improved on the basis of feedback received.

6.5 Creative Strategy and Style

Advertising helps you to communicate the kind of message desired, to a large group of consumers better and quicker than through any other form of communication. It gives you

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an opportunity to develop a long term and meaningful relationship between the consumer and a brand.

Advertising aims at creating trust with the consumer, spreading awareness about the brand advertised so that it stands out in the mind leading to a 'sell'.

There are different styles of advertising, a soft sell or a hard sell, a subtle approach or a direct approach, an informative style, humor or a modern and nervous approach. These styles are always changing, whether due to the nature of the product or service or timing of the message and with the medium being advocated for use.

In this part of the lesson, you will learn about a few well known styles of creative giants of their times. What distinguishes them is the nature of the product or market situation. A few of these styles have impacted advertising in a big way since they were made.

While designing the copy, the creative department searches for the major selling ideas also called as the central theme or the unique selling proposition around which the entire message /campaign revolves. Various approaches are used, some of which are discussed below:

Brand Image Creation

This style is synonymous with David Ogilvy, the founder of Ogilvy and Mather popularly called O&M, a global advertising agency.

In this age of ad clutter it often becomes difficult to create an idea that would help a brand differentiate it from the competing brands. Thus the creative team has a difficult time on its hands of trying to develop a strong identity for the brand through various advertising campaigns.

The brand image focuses on psychological or emotional differentiation. It tries to create an image or identity for a brand by associating it with symbols.

This becomes important for those brands that are competing in categories where there is very little differentiation and a lot of homogeneity e.g., soft drinks, mobile handsets, jeans etc.

Repeated advertising messages ensure that the brand image becomes associated with its advertisement and the people or the setting shown.

Execution

This has been very successful despite the fact that it went against some of the established norms of its time. According to the person who developed this style, William Bernbach who said, "execution can become content. It can be just as important as what you say, a sick guy can utter some words and nothing happens; a healthy vital guy says them and they rock the world."

- In this style, the recipient of this kind of advertising is respected
- The ad copy is honest
- The ad is clear and direct
- The ad stands out from the others
- This style frequently uses humour to gain attention

Unique Selling Proposition (USP)

The main characteristics are:

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- The message must make an offer or proposal to the consumer
- The competition does not offer or should not offer such a proposal
- The proposition must be such that it helps to attract the viewer to the brand being advertised.

The creative team depends on high degree of product research to substantiate the claims made through the ad messages. All campaigns for products/service should focus, even if through repetition, on retention of the USP. Repetitiveness leads to habit formation and such strategies have led to many a product/service success.

Value Addition 2: Did You Know?

Creativity in Videocon Ads made it compete brands like Sony.

Videocon, the electronics company, was facing stiff competition from MNCs like Sanyo and Sony. The 14-inch TV brand, introduced in April 1994, became the brand of choice, thanks to creativity.

The 14 inch TV, ever since its introduction, it has been the Indian family's second TV set. Videocon at that time had a 20% market share and its 14-inch was technologically superior to other competing brands. It needed a creative way to differentiate its brand. When the ad agency researched the market, it became clear that 14-inch TV sales were the result of conflict over who will watch what channel at what time- a universal problem at that time.

Privacy was the key benefit the 14-inch TV provided, but it was not the USP as the competing brands could make similar claims.

The agency first gave the 14-inch set from Videocon a great brand name- Private. Then it created advertising that transformed the ownership experience of this brand.

The response to the commercial was immediate. In a matter of only months, Private's market share jumped from 20 to 39%. This massive gain was accomplished with an investment of only Rs. 1, 20 00,000 approximately.

Source: Adapted from Maqbool Alam Khan, India's Private Positioning is a hit with the Public," Advertising Age January 16 1995,14. and <http://adage.com/article/news/india-s-private-positioning-a-hit-public/83959/>

The Common Touch

As the name suggests, the belief is that common people appearing in ads are able to connect or touch a common cord with the viewer/listener. According to the agency behind this thought, good and memorable advertising is very deceptively simple.

As per Leo Burnett "It has the common touch without being or sounding patronizing. If it takes a rationale to explain an ad or commercial, then it is too complicated for that dumb public to understand. I believe that the public is unable to sort out messages, not just because of the sheer flood of messages assaulting it every day but because of sheer boredom. We try to be warm without being hawkish. The key words are warm and believable"

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Entertainment

According to Philip Dusenberry, the person behind this style, too much mention of issues becomes 'boring'. His style supports flexibility as a good input for effective creative strategy.

His style focuses more on the people who use the product and on the benefits or enjoyments it brings than on the products itself. The primary idea of this style is to use people in lively or engaging situations where they seem to be enjoying and having a good time.

These creative approaches can be termed as creative styles synonymous with some very successful marketing and advertising campaigns attributed to some fantastic creative minds and the agencies they were associated with.

Creative people are always facing challenges of making sense from all the research, creative briefs, and strategy statements made by clients as well as the communication objectives that will aid in making of an effective message being sent to the target audience. The job of the creative team is to aid in the creation of effective copy, unique design and layouts, eye-catching illustrations. They work with lot of the information about the target audience- their lifestyle, needs, psychographics, attitude and perception etc.

Creative people, nevertheless, are often accused of following proven approaches, which, according to them are failure-proof. They are not entirely to blame as a lot of times the clients too do not want to take risks. Yet history has proven that those who take risks to provide the much needed creativity in ads are the ones who get to taste the sweet success of increasing brand awareness which gets translated to increased sales.

6.6 Designing Creative Ads

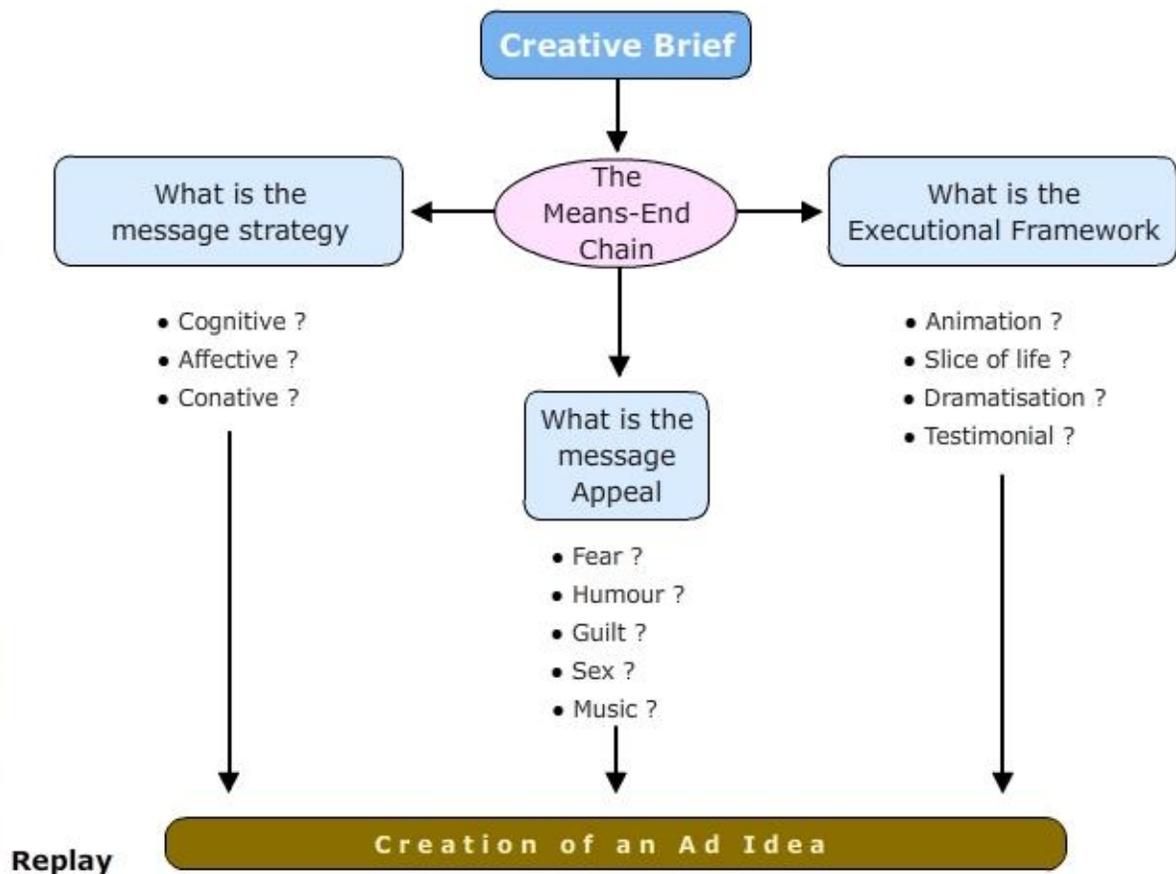
Design is the art side of all communication media, be it print or broadcast media, all the things that are visual – presentations, trademarks, annual statements, packaging- all things that impact you when you are exposed to such types of communication.

Good designs are an outcome of a deep understanding of line, color, mass, texture and form – all visual influential broadcast communication. For print media the arrangement of elements of arts is called composition while for broadcast media it is called editing.

To take an example, the modern day annual report is designed with pictures, selected typography and a visual flow that gives you an insight into the artist's personality.

Fig 6: Creating an Advertisement

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The visual design is influenced by advertiser's objectives, target customer groups and human behavior analysis. Creative ideas do not happen suddenly every time i.e., as happened to people like Archimedes sitting in a bathtub. They require a lot of systematic thinking. Good ideas might appear to be instant or impulsive, but they are not. They are the result of sound strategy, visuals and copy that is unique and catchy, but delivered in a timebound manner. To make the end result powerful and effective, all communication elements need to work in close coordination.

The designer can source creativity through his/her own experiences, observations, inputs from clients and their representatives, brainstorming sessions with peers and team members. In fact practically anybody and anything may help to get his/her creative juices flowing.

As a part of the creative process, the designer may indulge in thumbnails, dummies, roughs and /or non-final art to establish the ad's look and feel. Let us look at them in detail.

1. Thumbnail- A thumbnail is a small, rough rapidly produced drawing which is used by the artist to put his ideas on paper, without too many details.

Figure 7: Click on the link below to view a thumbnail

Source: http://farm4.static.flickr.com/3341/3256803489_5f939d586d.jpg

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Essentially thumbnails represent a very basic aspect of straight or squiggly lines that are indicative of text placement along with boxes that are indicative of visuals to be placed.

2. Rough Layout- Here the artist draws to the actual size of the ad. Headlines, subheadings, font type, size and style, illustrations, photographs, charts or tables are added. This is normally prepared to be shown to the clients.

Figure 8: Click on the link below to see an example of rough layout

Source:http://3.bp.blogspot.com/_oQ5rugxiIG0/SsqvVrg02HI/AAAAAAAAACSM/C9wIASQiaQo/s400/rough+page+layout+-+solar+tunnel.jpg

3. Dummy- This is the handheld feel and look of brochures, multipage material or point of purchase displays. This is usually a single piece, assembled by hand, often with the aid of color markers and computer printouts, all of which is mounted on thick, hard paper, cut and folded to size. A dummy for a flyer is put together line by line and page by page identical to how the final product would look like.
4. Comprehensive - As the name suggests, also called comp in the advertising world, this is as close as it gets to the real thing. Generally, this is quite detailed, encompassing colored pictures and photographs, photocopies of sub-visuals and glossed together.

Nowadays the comp is typeset on PCs and laptops and even smart-phones, positioned with visuals and printed as full color proofs. All visuals have been finalized by this stage.

5. Mechanical (Paste-up) - The type and visuals are placed together in their exact position to be reproduced through print. Nowadays thanks to IT, designers work on computers, bypassing the need for a mechanical.

Value Addition 3: Activity
Zoozoo Campaign
Find out why the zoozoo campaign of Vodafone was a success. Also discuss the campaign as it appeared in various media.

7. Designing for Various Media

7.1 Print Ad

The first job in design for printing is suitable typographic handling. The designer tries to help the reader by giving visual order to the page. The designer has his/her task cut out – to ensure that the copy is clear, readable and presented appropriately.

To add to the complexity, the print ad has to vie for the attention of the reader along with broadcast and audio-visual media of all kinds- below the line as well as above the line. The reader of today is really spoilt for choice. Merely providing order to the page may not be enough. Be it a newspaper or a magazine the whole page needs to vie for the viewer's attention first before the viewer fixes his eyes on the product or service being advertised.

Messages and Creativity in Advertising

The designer understands that the copy has a better chance of being read if the attention can be held on the page vis-a-vis radio, television or even the internet and very soon the mobile- the future medium of communication.

To create a good ad, it is imperative to establish an appeal i.e., the core reason that forces or motivates the reader to buy or seek more information pertaining to the product in the print media. The main appeal focused is sex (including love, affection and friendship), greed, fear (of not getting what you aspire or desire or of losing something or someone that you have) and professionalism.

Copywriting for Print

For print ads, the essential elements are headlines, visuals, subheads, body copy, slogans, logos etc. These you can study in detail below:

Headlines - Headlines are often the lead position in any ad in the form of words that are the first to be noticed and read. These are created and placed in such a way that they are likely to draw the maximum attention. No wonder the font style, size and type are different from those of the other parts of the ad.

The purpose of the headlines is to attract and hold attention and compel you to go through the rest of the ad so that the intended message gets communicated. It explains the meaning of the visual.

Figure 9: Click on the link below to see an example of Headline

Source:http://stream2.cma.gov.cn/pub/comet/HydrologyFlooding/FloodFrequencyAnalysisInternationalEdition/comet/hydro/basic_int/flood_frequency/media/graphics/100year_headline.gif

As per research done, 3-5 times as many prospects are likely to read the headlines as compared to those who go through the ad copy.

Headlines should always give product news. Consumers are always on the lookout for something new, something that might add value- new uses or improvement in the old product. Those of you who use Acrobat reader to read pdf. files on your PCs and laptops would be familiar with the pop up messages that periodically appear on behalf of Adobe-update available.... please download and add etc.

Often certain words are used to arrest the attention, some of which are- introducing, never before offer, irresistible, amazing, free, introducing, revolutionary etc.

Types of Headlines

1. Label Headlines- As the name suggests, they identify the name of the product- 'Aajkucchhtoofaanikarteyhain'- thumps up.

These would be used in continuation where prior interest has already been generated.

2. Selective Headlines-They seek interest through direct appeal to the prospects looking for such products/services- Attention- buy ****car and you get to save Rs 500000 over five years through better mileage.

Buy two Peter England shirts and get one free. Limited Period Offer

Copywriters are likely to use those headlines that present the message most effectively as well as create the right amount of buzz.

Headlines can also be news/information oriented, benefit oriented, provocative, question and/or command oriented.

Messages and Creativity in Advertising

Super Sales by Numero Uno- Save upto 40%

Pond's Femina Miss India 2013 auditions in Delhi
Do you have it in you?

Last Day today
Walk Right In and Choose the right school for your child
Visit the largest exhibition of India's finest schools
9th India &International
Premier Schools Exhibition

Headlines Techniques for making successful ads: These range from communicating easy and fast deliverance, newsworthy headlines, perceived benefits of the product, to using any or a mix of the above appeals etc.

SUBHEADS

The additional smaller headline appearing above or below the headline is called as Subhead. It is also referred to as the 'kicker' and is often underlined. Subheads are often set in fonts smaller than the headlines but are larger and different from the body copy in terms of font style and often with a different hue. They offer less important information as compared to the headline.

Bullet points:

Bullet points are a chain of statements or items that are shown with the help of a black dot as •. These highlight benefits or information or may even highlight some important aspect.

Flashes:

They can be ovals, starburst, rectangles, diamonds or any other figure. They often highlight a benefit for the viewer, or could be used to highlight a second major benefit that is not in the headline.

Figure 10: Click on the link below to view an example of Subhead

Source:

http://2.bp.blogspot.com/_xaYHll41el4/S97h8MJ9bOI/AAAAAAAAAKo/eDNatMAviY0/s1600/DSC02718.JPG

Illustrations:

They provide variety to an ad. Illustrations are used to demonstrate a product in action, or generate curiosity in the ad.

Body Copy

These focus on the key benefit being offered through the ad and can be strengthened by ensuring that the offer is there for all to see in the first paragraph or subhead, using testimonials, creating a sense of urgency, simple language and style and enhanced reachability prospects of the reader.

The body copy can be used for the sales pitch and it also acts as the messenger. The essential highlight of the body copy is that it should always arouse Interest, Credibility and lead to some action. Very body copy should aim to enhance the features, advantages and benefits (FAB) of the product or service.

Messages and Creativity in Advertising

Often the best ads focus on one big idea or benefit. The copy is read aloud by the copywriter to hear and understand how it sounds.

Experienced copywriters look for that one best technique and style that represents the best sales appeal. Styles could vary from straight sell, dialog/monologue, institutional narrative, picture caption and device.

Formulating Body Copy

A good body copy should necessarily have lead in paragraph, interior paragraphs, trial close and close.

Lead in paragraph is a bridge between the headline and the sales ideas in the text of the ad. It should engage the customer and should be able to convert the interest of the prospect towards the product advertised.

Interior paragraphs help to develop credibility by providing proof for claims and promises and builds desire by using language that stirs the imagination. Proofs help to avoid costly lawsuits, convince customers of the validity of the products, and improve goodwill towards the advertiser.

Close refers to the action step. Close aids the customer in decision making by prompting him/her to take action- order the product/service, send for information or visit the showroom virtually or physically.

You need to be aware at this stage of the fact that not all ads sell products and services. Ads are made to change the attitude, explain the viewpoints, make people aware or reinforce a message. The changes could be direct or indirect, subtle or blatant.

A series of ads in a campaign can be made to stand out by providing continuity through slogans thus making the message brief and to the point, repeatable and memorable.

Nike's Slogan Just do it is memorable, so is DeBeers campaign slogan Diamonds are forever.

Figure 11: Click on the link below to view an example of Body Copy

Source: <http://3.bp.blogspot.com/-Yfd0Ekqr6yI/Twk7cKHcoCI/AAAAAAAAAJ0/oHYB10h6hEo/s1600/what+every+body+is+saying.jpg>

Seals, Logos and Signatures

A seal is awarded where the product meets or exceeds standards, as in BEE seal on electrical appliances or the Euro III standard for cars in India. Such seals provide an independent, valued endorsement for the advertiser's product.

Logos and signature cuts give the product individuality and provide quick recognition at the point of purchase.

Designing a layout:

Messages and Creativity in Advertising

All the elements of the ad must come together to make a harmonious whole. The relevant sizes of the element should be decided.

Care should be taken to ensure the following:

- Headlines should not overpower the illustration
- The body copy should not squeeze out the main picture
- The main picture should have variety and balance
- The layout should allow the eye to travel through the ad in a logical fashion

Dr. Gallup found that readers preferred the test picture in the following order.

- Children
- Groups of adults
- Sports scenes
- Animals
- Natural scenery

The following pictures were the top attention-getters as propounded by Psychologist Daniel Starch:

- Five men in Armed services sitting /standing in a straight line, wearing only shorts
- Head and shoulders of a baby
- An attractive girl/lady
- A sleeping infant

The following colors in order are found to be more appealing to the consumers:

- Blue
- Red
- Green
- Violet
- Orange
- Yellow

Layout and Illustration Types

Many of today's print ads – if they are not direct-response oriented – include little more than a headline, a picture on the page, a line of copy or even no copy, and a logo. This may be effective in:

- brand image building or
- at reminding customers and prospects about a product with large market share.

In case of informative advertising or persuasive advertising, or ads made to obtain leads or sales, the layout should have some copy and possibly one or more devices that elicit response.

Layout types and their characteristics can be any of the following:

Standard – This kind of layout has big visuals at the top of the ad along with headline, body copy and logo.

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Editorial – The editorial layout is like an article in the medium where it is placed. It has more copy with very less visuals. It is also called as advertorial.

Poster or Fashion – For this layout, the visual dominates the page. Strong and effective headline and prominent logo along with less or no body copy are the main features of this kind of layout.

Picture-Caption – In this the headline is at the top and the logo is placed at the bottom and there are pictures with captions. This helps the reader to follow a story.

Comic Strip – The ad copy is in “balloons” showing the spoken words of the characters and the logo is at bottom.

Picture-Cluster – This has a number of photos instead of only one photo.

Figure 12: Click on the link below to see a layout design of a picture cluster.

Source: <http://www.made-in-england.org/images/illustration-2000.jpg>

Direct Response Ad – A coupon and/or prominent toll-free number and/or reference to a Web site is inserted in the ad itself to ensure that the viewer takes some action in case of this type of ad. The Ad copy should be persuasive as well as such that it is motivational for the reader.

Figure 13: Click on the link below to view an innovative usage of a tunnel to show brand feature

Source: http://www.4to40.com/images/jokes/Drills_through_anything.jpg

Typical illustration types used in print ads include:

- Product alone e.g., a brand new, in demand car which makes your mouth open
- Product in use e.g., prepared food product – not just the box it comes in
- Product with people e.g., person using a mobile in different ways – not just the mobile handset itself
- Results of using product e.g., person with clear nostrils – not the nasal strips that did the job
- Comparison or contrast e.g., a huge pile of clothes washed and cleaned with one packet of detergent powder compared to much smaller pile done with one packet of competitor's product
- Trade character

7.2 Broadcast Media

By now, you would have been at the receiving end of a lot of ads on radio and television that together comprises the broadcast media. With the glut of private FM channels vying for the attention of the listener, have you ever wondered how the radio ads are different from TV ads?

In a majority of cases, in radio ads it is the radio station that writes the copy for the advertiser while any ad appearing on TV is an outcome of a large amount of planning, budgetary considerations and lot of creativity.

Radio and TV commercials

Just like print ads, broadcast ad formats serve as a template for arranging message elements into a pattern. There can be eight common commercial formats that can be used

Messages and Creativity in Advertising

in either radio or television: straight announcement, presenter, testimonials demonstration, musical slice of life, lifestyle and animation.

In case of straight announcement, it is the oldest and simplest type of radio or TV commercial. This could be accompanied by music. These are popular as they can be adapted to any situation and/or product/service. It can also be woven into a show or tailored as per a given programme.

Testimonials are used as a creative source in TV as well as radio advertising. Celebrities help to gain attraction, but some agencies have used unknown personalities with telling effect. Case in point can be actor Irrfan Khan featuring in KILB- Kam Insurance LenekiBimari. Who can forget Lalitaji featuring in Surf Ad mouthing 'Surf kikhari darimein hi samjhdari hai.'

Satisfied customers' messages, and feedback have been used effectively in a series of ad campaigns by Apollo Tyres as well as VLCC- to name a few. Presenter can be one more way of putting the message across. Most of the FM channels use their own RJs to lib as messages. RJs like Nitin on 104 FM have become celebrities in their own right. The older generation cannot forget Amin Sayani who was synonymous with BinacaGeet Mala. In case of Demonstration, television is the most apt and suitable medium. Through the demonstration, as in case of detergent powders and dental products, the audience gets convinced much better as compared to through print media.

Titan industries while showcasing their watches has used musical themes with scintillating effect. If executed well as in case of Airtel they bring a lot of success that is well beyond non-musical ads. If done without too much planning and thought then it simply becomes a waste of an ad and often leads to annoyed audiences. Another interesting example is the signature tune of the teleserial Anamika on Sony TV being played which reflects the beginning of each episode.

Several variations can be played out. The full ad could be a musical or simply the slogan could be done in a sing-song way.

Take the case of Titan that used consistent musical theme to close the ad. After many repetitions of the theme, the audience began to associate the musical logo with the product, so much so that the jingle got stuck in the memory and was a huge hit.

A real life situation is demonstrated through slice of life ads. It is done by professionals acting as everyday people, discussing some issue or problem-usually personal. It could range from personal health, family issues, financial wealth, future planning or laundry or personal relationships.

A co-actor would drop a hint or a name and the next shot would show a happy, smiling person or family depending on the product /service being advertised. A lot of ads by Olive Oil manufacturers use this technique.

These kinds of ads are aired a dime a dozen on broadcast media but may or may not generate attention and interest. If the advertiser and agency wants the ad to be effective, it should be simple and highlight the core product benefit.

Animation in commercials is gaining ground esp. in case of those advertisers who have a budget constraint. Animated ads cost much less than ads featuring real life people or

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celebrities. Animated ads are liked by kids and adults alike. A well planned and executed ad can create the right amount of buzz.

Pharma companies use animation to explain the impact of drugs and ointments on various body parts. Of late detergent companies are also using a lot of cartoons and animation to get their message across.

Levi's 501 jeans uses lifestyle technique to target the youth by showing characters working in various disciplines and stages as well indulging in leisure activities. The same technique is used by soft drink manufacturers that target young, outgoing people, showing them drinking the brand.

The unique thing about the radio is its personal touch. Whenever any programme is being aired, the presenter is speaking to a captive audience and there exists a golden opportunity if the RJ is able to have a one to one conversation, build trust and then force the listener to take some action.

A good radio ad possesses the following characteristics:

- Good headline and a good finish
- Simple and focused message
- Repetition is important to break the clutter

If a script is provided, which the announcer reads, place the ad on the show of a known radio personality. Before that you need to ensure that there is a high degree of familiarity between the presenter and the product/service being advertised.

If a prerecorded version is provided, think of using background music or sounds when the announcer is reading the copy. This will ensure the product stands out.

A few typical radio formats to consider are:

- Straight announcer (recorded in advance)
- Announcer or on-air personality (done live)
- Dialogue between two people (often blended with problem/solution)
- Jingle – either for the whole spot or blended with an announcer
- Celebrity endorsement (often with announcer lead-in and/or ending)

The creativity of a radio ad is directly proportional to the imagination of the advertiser. Some of the popular forms are:

- Ad Lib Radio Ad- In house talent of the radio station is utilized to speak facts from the sheet provided by the advertiser
- Donut Radio Ad- This is a special type of radio as where a portion of the ad is done live and recorded while the remainder is recorded and remains the same over a period of time.
- Dramatic or Funny Story Radio Ad- For this type of ad conversation between two people is created
- Music Jingle Radio Ad- This is costly to produce but has a lot of scope to create buzz and leave a long lasting impact on the listener
- News/ Announcement Radio Ad- For this type of ad, prepared copy is read out loud by the RJ
- Recorded Radio Ad- A large amount of your budget is likely to be spent on ad preparation. Actors may be hired and a professional recording studio could be contracted for special effects, if any.

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- Slice of Life Radio Ad- This ad depicts real life situation. It can be handled through serious, dramatic or humorous.
- Special Live Event Radio Ad-This is utilized in case of special events like opening of sale or anniversary
- Spokesperson Radio Ad- Ad Messages are delivered by a spokesperson who can be identified with the advertiser

TV

TV and Corporate advertising go hand in hand. In surveys carried out last year, it was declared that about 5% of all ads aired belonged to small, regional or stand alone brands.

Thanks to cable and the internet as well as a proliferation of regional channels, ads by small businesses are also on the rise.

To ensure success, the following should be kept in mind:

- Message should be visual as the script here is of minimal importance
- Emotions tug at the heartstrings of the viewers. Remember the pug in the erstwhile Vodafone (now Hutch) ad campaign that became the talk of the town. So much so that sales of the particular breed increased after the campaign was seen and talked about.
- Same is the case with the Raymond campaign that focused on relationships- mother –son, teacher-pupil, father-child, in short the caring man.
- Due to a rich number of channels and brands, an ad needs to stand out and 'grab eyeballs'. The opening image needs to be strong and clear.
- Benefits need to be focused on, which should be simple and straightforward
- Placement of name, address, logo and phone no (where and if possible) adds to the attention and finally the ad should motivate the viewer to act i.e., to tell the viewer(s) to call, to visit and see the website etc. similar to what we see courtesy Asian Skyshop, naaptol.com and the other such campaigns on TV.

7.3 Online Marketing

Also known as web/internet/online, or e-marketing, is the marketing and promotion of products or services over the Internet.

Be it print or television advertising, both are expensive media for the advertiser. Thanks to the boom in the usage of the Internet, it has come to occupy a value proposition for the advertiser and the agency alike.

You can create an impact online, even on a shoestring budget. The Internet provides a wonderful option of value-for-money advertising that helps to focus on your target customer.

"The Internet offers huge opportunities for small businesses to get local advertising very inexpensively," said Rick Whittington, President of Rick Whittington Consulting in Richmond, Va. "Google, Yahoo and Bing all allow you to list your business locally for free. That's the first thing I recommend businesses do."

A large number of customers have come to trust word of mouth media or recommendations from people close to them. This has been revealed in a study conducted by Nielsen. Next to this is online consumer reviews with more than 70% of those surveyed informing that they trust messages on this platform.

Messages and Creativity in Advertising

In the initial phase of advertising on the Internet, the message delivery used to happen through a banner. Since then, the range has widened due to several key developments.

Some of the more popular ways in which this is done are:

- Banners ads (including skyscrapers, full banners, squares and buttons) are most common type of ad on display on the Net are banner ads.
- AdSense is a program that allows display of automatic text, image, video, and media advertising that are aimed at targeted audience
- Email advertising (and SPAM) comprises commercial messages to email users.
- Facebook Ads are purchased on auction, for which advertisers are charged on the basis of clicks or impressions
- YouTube Ads are inside and beside the videos that are watched
- Sponsored Tweets is an advertising platform by twitter that acts as a link or bridge between advertisers and those who tweet.
- Website Takeovers are ads that takeover a webpage for a brief period of time. They are a result of enormous pressure to cut thought the clutter and be innovative
- Rich Media Ads- are nothing but online advertising which uses interactive digital media such as streaming video and audio. The ads change when your mouse passes over it.
- Pop Up Ads (also called pop-unders) are advertisements that show up in a new browser window within the website.
- Pre-roll video ads are short video advertisements that play before the video selected plays on the Internet
- Blogging is the act of writing a post for a blog which in itself is an online journal or diary

Advertising on the Internet Today is much more advanced and complicated—with the ability to deliver pleasing on the eyes graphics, is able to keep in mind the target audience, and to be able to track responses quickly.

HBS professor John A. Deighton says "In addition to streamlining the flow of information and transactions, Web technology can also help advertisers meet two of the industry's biggest challenges: targeting customers who are likely to be interested in what is being sold and measuring the effectiveness of an ad campaign. Improved technology promises to solve the age-old problem once stated by retailer John Wanamaker: Half of the money spent on advertising is wasted, but no one knows which half." "On the Web, we can tell you which half isn't working," asserts Barry M. Salzman (MBA'89), president of the international division of New York-based DoubleClick, Inc.

"In the old world of advertising," says John Deighton, "somebody created an audience, and then you took advantage of it—you got everyone in a room, and then you ran an ad."

Today, through technologies promised by ad serving firms, "you can go to your customers rather than have them come to you," Deighton adds.

Designing Messages For The Web

Although the ad messages being put up on various sites on the Net are similar to the print or the audio visual messages, the big advantage is the topicality and the speed with which the messages can be changed as compared to print or audio visual mass media.

Messages and Creativity in Advertising

From the cost viewpoint as well it results in big savings for the advertisers and if strategized correctly, better reach to the visitors. Advertisers need to make online video ads so attractive and attention seeking that visitors would be riveted to them when online.

The following aspects need to be kept in mind:

Importance of Fonts and Typography - A Web page is most dominantly determined by Fonts. Web pages have enormous amounts of text. When you're thinking of designing the ad message, you need to think not just about how the text looks on a micro-level but also at the macro-level (position of the text and the size and shape of the text).

Using Color - From the web or Internet viewpoint, color is not just red, blue and green. It is much more vivid as it has a lot of importance as a design element. To take an example, light blue and pale pink are calming, soothing colors, and help visitors relax a little. Once you understand your target audience you can create a color scheme that is most suited for them. The culture that your target market comprises would also determine the colors as they can have very different meanings across cultures. For example white is the color of funerals in some cultures while it is the color of Weddings in some other cultures. On the other hand if your audience largely comprises youth then you need to understand that they like brighter, more solid colors. If your ad is addressed to children and your choice is dull colors, parents like it but the kids will not.

In addition, those who are employed tend to like colors like blue, red, green, etc., while the highly educated classes go for colors like topaz, mauve, azure, magenta, etc.

There are a few common elements for the Web ad, which are the same as for the other media such as: headlines, navigation, images, and textual content. What is of key interest is learning where it needs to be put on the page. For example, you ideally a Web ad headline is not given at the low end of website page. Where the goal is to get people to click on ads or notice them, then the ads need to be placed in locations where historically people look and click help them.

Value Addition4: Misconceptions

Creativity and Ad Success

A creatively made ad means increased sales of the brand. The fact is Advertising leads to heightened awareness that might increase sale.

Summary:

- The message should revolve around the image that occurs in the ad campaign
- The types of message strategies used are: Cognitive, Affective, Cognitive, Brand
- Some of the common advertising techniques range from humor, fear, guilt, sex, use of music and subliminal messages
- For every advertising campaign the message strategy is of critical importance
- Effective message strategy must be matched carefully with the media to be used, the leverage point
- Designing ads is thought of as the most exciting part of the ad creation but there is a lot of blood, sweat and tears involved
- Utilising the learnings from above can spell success not only from the academic aspect but also from the advertising design perspective.

Exercises:

Messages and Creativity in Advertising

Short Questions

1. Explain in brief what is message theme
2. Write short notes on:
 - i. Cognitive Strategies
 - ii. Affective Strategies

Long Questions

1. What are the four types of messages creative teams can use?
2. Name the type of products/services that use:
 - a. Conative Strategies
 - b. Cognitive Strategies
 - c. Affective Strategies
 - d. Brand Strategies
3. Differentiate with examples, between cognitive and conative strategies
4. In what condition will the different message strategies be most effective? Give examples
5. What does the brand message strategy focus on?
6. There are a number of public service announcements like NACO along the lines of fear appeal. In your opinion, is this form of advertising effective in altering the behavior of people?
7. Fear of AIDS is very relevant among the youth today. Do you think a relatively weak fear appeal will help in influencing them to abstain?
8. Explain the differences between USP and brand image strategies and indicate the specific conditions under which each is more likely to be used.
9. Select two advertising campaigns that have been on television for some time and explain in detail what you think are their creative message strategies.
10. Review Magazine advertisements and locate specific examples of the creative strategies that were discussed. Justify why each ad is a good illustration of the strategy with which you identify it.

Glossary:

Advertising Campaigns: Set of interconnected and intertwined marketing communication activities that revolve around a single theme or idea splashed across different media in a specific time period.

Campaigns Theme: It is the central message that is communicated in all the advertising and other promotional activities as identified by the advertiser.

Impersonal Media: Media not relating to or responsive to individual persons. All mass media- TV, Radio, Cinema are examples of impersonal media.

Message Strategy: An idea about how to creatively and persuasively communicate a brand message to a target audience.

Messages and Creativity in Advertising

Metaphor: A figure of speech in which an implicit comparison is made between two unlike things that actually have something in common.

Storyboard: A series of drawings used to present the visual plan or layout of a proposed commercial. It contains a series of sketches of key frames or scenes along with the copy of audio portion for each scene.

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- Watch a video on Bangor Cement ad at www.youtube.com/watch?v=bs2DudlkhmM for a one sided message.
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- View an ad of nutrasweets demonstrating fear appeal at <http://www.campaignindia.in/Video/299840,nutrasweets-guilt-free-sweetener---not-just-for-the-health-conscious.aspx>
- View a creative use of the elevator in an ad by clicking on the link <http://adsoftheworld.com/sites/default/files/styles/media/public/images/folliderm.jpg>
- View a dummy material in creative ad designing http://3.bp.blogspot.com/_oQ5rugxiIG0/SsqvVrg02HI/AAAAAAAAACSM/C9wIASQiaQo/s400/rough+page+layout+-+solar+tunnel.jpg
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