
UNIT 6

ADVERTISING CREATIVITY CAMPAIGN PLANNING AND EXECUTION

Objectives

After reading this unit you should be able to

- explain the term creativity and other conceptual issues
- discuss the various kinds of creative Associations
- plan and execute a campaign

Structure

- 6.1 Introduction
- 6.2 Creativity Concept Defined
- 6.3 Creativity in Advertising
- 6.4 Creative Process
- 6.5 Creative Personality
- 6.6 Creative Ideas
- 6.7 Creative Associations
- 6.8 Summary
- 6.9 Self Assessment Questions
- 6.10 References

6.1 INTRODUCTION

Creativity in advertising has two aspects of special import: first, the originality evident in the message communicated and in its presentation, and "second, the improvements made in the life of the consumer or, as often stated, the effects on the consumer's standard of living'. Originality, ingenuity inventiveness, and imagination have been considered as some of the basic abilities of creativity in the message communicated in advertisement which change the observed perceptions. It adds new perceptions, and enjoyments of the product for the consumer. Creativity in advertising could be ensured only with the help of the scientific approach in the business of idea, creative engineering and creative interpretation of the problem.

Creativity in advertising is supposed to generate communicability, excitement, and surprise from within the advertisement of a product. Creativity is where advertising lives, it is advertising's *raison detre*. Advertising stimulates people to utilise more fully the productive facilities available in market. During the period of open competitive market economy, creativity in advertising becomes basic requirement to meet the challenge for marketing of a particular product.

Creative advertising has been accepted as stimulus to encourage people towards a product. As our society becomes better educated, more literate, more information-hungry, the need for communication grows. It has been observed under the various studies conducted in 1980s that a great deal of communication is purely advertising - information about product, services, and recreation and hundred of other ways people can spend their money. This is based upon an apparently indisputable economic reality the growth is discretionary income. Creative advertising is being considered basic necessity in the era of mass production where a number of product has been spread over and people are demanding the idea to choose a product being best in the available one. Hepner (1961) while analysing various aspects of creativity opined that the needs and wants of consumers change as new tastes and new inventions come to their attention. New selling strategies must displace the old. All this is possible through creative advertising.



6.2 CREATIVITY: CONCEPT DEFINED

The creative act is a free and independent force, immanently inherent only in a person, a personality. Only something arising in original substance and possessing the power to increase power in the world can be true creativity

Creativity is an original act of personalities in the world. The concept of creativity as it has been undertaken by the experts of the field is simply a technique for producing ideas to achieve something new and relevant. May (1959), the psychologist, defined this concept in his Psychological Technology as the process of bringing something new into birth'. On the other hand, Young (1960) was of the view that the combination of existing in new and unexpected ways could be conceptualize as creativity'. Whereas Frank Barron (1969) highlighted this idea as "a discovery of something i.e. not only novel but also useful, is relevant or economical elegant or valuable. In this context it is pointed out that there are many definitions presented by the scholars emphasizing on different facets of creativity. Baron's definition has emphasized output of creative efforts, whereas there are some others who have given emphasis on creative process. They have undertaken it as divergent thinking, the seeking relationships between previously unrelated concepts or frames or references of exploring the under known. But there may be creativity or may not be creative. Therefore, we can say that this is a process of creativity rather than creativity itself.

The term creativity may be defined as a creative state of mind for expressing the rational feeling to bring something new, relevant, useful and valuable from existing matters or ideas. The rational aspect is a by product of the available alternate ways to suit with a particular creation. The creative state of mind and the output of this stage i.e. creative thinking consist of alternate phases of imaginative (divergent) and rational (convergent) thinking. It is not necessary that if people think in divergent way, the outcome will be definitely creative but it is an effort in the way of creativity.

6.3 CREATIVITY IN ADVERTISING

Advertisement with creative thinking may be conceptualized framed as creative advertising. Which ultimately denote the very process of productive advertising. Advertising is a business as well as an art. In this way, it will respect and nurture those qualities only as long as they are control to impressing and, more open than not, selling the customer: To ensure positive impact of an advertisement, creative ideas particularly that are both new and relevant have to be used in advertisements. Creativity is one of the basic reasons, producers solicit or otherwise work with advertising agencies. Advertising agencies with their new ideas of creativity attract the giants of industries. Advertising with creative ideas requires a human touch and theme. To be more specific and relevant, each advertising agency go with new creative ideas to ensure their prosperous marketing. Murray (1980)⁵ opined that creativity must possess meanings, implication and symbolic equivalents of things and ideas for which an advertiser has planned to produce an advertisement. While analysing creative people he emphasises on practical and concrete aspects of impact of creative advertising. On the other hand, Norins (1966)⁶ has analysed associative theory of creativity and asserted the associative process is directly related to advertising creativity. Hanley Norins contends that the "creative mind" depends heavily on association, and "given a stated problem, can immediately begin to associate hundreds and thousands and million of symbols that may lead to an ideal solution". Dunn & Barban (1982)⁷ also pointed out that the relationship between the advertisement and marketing plan becomes clearer if we describe creative strategy and creative tactics. Creative strategy involves the substantive aspects of advertising whereas creative tactics involves carrying out the creative strategy. Creativity in advertising may be ensured if the advertisement concerned represents creative strategy and tactics. Individual communication objectives, awareness, interest, comprehension, liking, evaluation, conviction and action are some of the basic components of communication objectives. Creativity in advertising ensures above objectives and fulfils psychological, marketing and corporate requirement of their

consumers. Creative advertising adds new perceptions and enjoyment of the product. Advertising functions through the creative achievement of its practitioners and creativity ensures transformation in the perception of observers.



Activity 1

Which ads you see as creative ads and those which are run-of-the-mill. Identify five ads of each category and give your comments.

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6.4 CREATIVE PROCESS

The creative process has been described, using a variety of models, suggesting that, "the process was a matter of stages, the creative individual paves through in a quest to solve problem identified, preparation. incubation, illumination and verification. The preparation stage includes the orientation of an individual towards a problem and the gathering of informations needed to help to solve that problem. The second stage of incubation includes the period prior to the discovery of an idea or problem-solution. The third stage identified illumination, is the emergence of idea or solution and the last one is actual working of an idea. In this way one can ascertain that process of creativity is a system consisting of gradual stages with which an individual can solve the ultimate problem.

Theories of the creative process are based on the steps in the creative process. Orientation, preparation analysis, hypothesis, incubation, synthesis and verification are some of the phases which have been undertaken by the most of the proponents of the theory of creative process. All these theories have something in common and particularly highlighting the track of ideas in which assessment of the situation is the primary stage. Thereafter, the individual involves in creation defined the problem and use the subconscious ideas followed by rationalising the ideas and judging the best one to create a solution were primary objects of creative process. The art of creation takes place within this process. The advertisement consisting of scientific aid more rational creative process could be more effective than a non-creative by-product. In this connection it is pointed out that the creative people plays a basic role and he is the agent of creative process.

6.5 CREATIVE PERSONALITY

What is this talent of `creativity'? Who are the people endowed with it. Agency creative director Thomas D. Murray" researched the research on these questions and found that : Creative people are especially observation, telling themselves the truth more than other people do. They see things as others do and others do not. They are born with greater brain capacity and can hold more ideas at once, can compare more ideas with one another - hence make a richer synthesis the concrete, but are more concerned with meanings, implications and symbolic equivalents of things and ideas. Personality of an individual is a product of his socialisation. The very process of socialisation invest some creative values and idea in the personality of an individual. Creativity is, thus a product of human mind structured by the values inherited from within the process of character development. The basic cause which differentiate the individual personality in process of creation is ideas.

After analysing the personality traits submitted by above scholars it comes out that independence, non-confirmity, courage, self assertions, openness,



curiosity, spontaneity and empathy form nucleus of the creative personality. A creative personality tends to manifest itself through these traits, which become the driving force behind the discovery of an idea. They also become the deriving force behind the ability of the creative individual to connect with the world in order to stimulate that discovery. Creative individuals weave their way through the creative process in individual ways. David Ogilvy' puts it in the following way:

I am almost incapable of logical thought but I have developed techniques for keeping open the telephone line to my unconscious, in case that disorderly repository has anything to tell me. I hear a great deal of music I am on friendly terms with John Barleycorn (liquor). I take long, hot baths. I garden. I go into retreat among the Amish. I watch birds. I go for long walks in the country. And I take frequent vacations, so that my brain can lie fallow-on golf, no cocktail parties, no tennis, no bridge, no concentration; only a bicycle.

While thus employed in doing nothing, I receive a constant stream of telegrams from any unconscious, and these become the raw material for my advertisements. But more is required; hand work, an open mind, and ungovernable curiosity.

The creative individuals are able to form connections that are new and relevant. In the process of creativity they observe the realities and connect them in order to actualise one's creative potentials.

6.6 CREATIVE IDEAS

The end result of being creative is ideas. The creative ideas are the ideas which are new or relevant. Newness and relevance are the basic qualities on which creative ideas depend. Ideas that have one or the other qualities are not creative ideas. It was also viewed that newness and relevance comprise a tendon of prerequisite for creative ideas. Creative ideas are new and relevant realities resulting from connection of old realities. Often this is by-product of analogical or metaphorical thinking.

Creative advertising ideas require some basic norms such as adaptability, durability, newness, oneness, relevance, memorability and simplicity. Above norms are characteristic standard of quality found in the most creative advertising ideas. Of-course, we could not ensure that all creative advertising ideas will satisfy or possess all of the above characteristic to meet standards of quality. But they are considered as goal for the creative advertising mind. Also, creative advertising ideas were uniquely and strategically positioned in the target audience's mind. Their newness and rightness ensure their productivity which are durable and satisfier of market requirement. With above norms we can assess creativity in advertising ideas.

6.7 CREATIVE ASSOCIATIONS

Creative association has been discussed in detail under the study of 'Advertising Creativity' conducted by Marra (1990). He opined that associations represent the beginning of our idea generation techniques. He has also 'pointed out that the process and practice of association provide clarity and impact for the meanings and also serve as foundation for many of these techniques of idea generation. Because the use of association is the most common creative problem solving techniques in-existence and the making of association is basic to the creative mind. Thus, association are means for helping creative people to final new and relevant ideas to carry their themes. The basic concepts used under study have been discussed. However, some of the basic components signifying creativity which may be termed, as creative association require further brief description. To this effect we have also presented here summary of the each components which have been taken into consideration which adjudging creativity in selected advertisements taken under study.

Some of the creative association in the advertisement are defined as:



6.7.1 Unique Selling Proposition

The basic idea of creative advertising being unique for selling a product has been coined by different authorities in different ways. The phrase unique selling proposition (USP) has been coined by Rosser Reeves (1961)¹⁰. He believed that the idea connected with advertisement should be unique for the product and the advertiser must ensure that newness and relevance be given importance in his own idea generating process. He has proposed that each develop its own USP and use whatever reputation is necessary to communicate to the audience. There are three guidelines to the development of an USP. First, the proposition needs to involve a specific benefit. Second, it must be **unique**, one that competing firms are not using. Third, it must sell. Therefore, it must be important enough to the consumer to influence the decision process.

Activity 2

Take advertisements of various brands in the following product categories and identify/ compare their USPs.

	Brand 1	Brand 2	Brand 3	Brand 4
Toilet Soaps				
Refrigerators				
Two Wheelers				

6.7.2 Brand Image

Ogilvy's (1964)" most well known concept is the brand image. He opined that advertisement should be thought of as a contribution of the complex symbol which is the brand image. Most manufacturer are allutant to accept any limitation on the image of their brands. They want it be all thing to all people. Those who find expedient to change image of their brand want it change upward. Often it has acquired a bargain basement image, a useful asset in times of economic scarcity, but a grave embarrassment in boom days, when the majority of consumers are on the way of social ladder. He asserted that "build sharply defined personalities for their brand and stick to those personalities year after year. It is the total personality of the brand rather than any trivial product difference which decides its ultimate position in the market.

6.7.3 Reality

The present creative idea has changed its perspective to be more nearer to truth and creative person are applying an idea which looks, feels and speaks like reality.

6.7.4 Comparison

The comparative advertisement may be defined as an advertisement consist of three basic features:

1. Two or more specifically named' or recognizably demand and rated brands of the product or service category are compared.
2. The campaign based on one or more attributes of the goods or services.
5. It is either stated implied or demonstrated that factual information has been gathered as a basis for the comparative claims.

Activity 3



In the following product categories study the points/issues comparisons being made against the other brand(s)

Detergents
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Cars
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6.7.5 Jingle

Jingle may be defined as an advertising message, usually in verse form, sung to musical accompaniment. A jingle is used in television as part of a commercial to express a theme or product story.

6.7.6 Slogan

Slogan may be considered as a basic idea of a product symbolising its creativity and ensure the success of a campaign. It provides continuity for the campaign crystallize in a few memorable words. The key idea were are theme one wants to associated with a product.

6.7.7 Headline

Headline is an essential and important element of the advertisement. Its newness, advice, promise, curiosity generating approach, selectivity and commanding characteristic play important role for creative advertisement. The basic feature of headlines are its attractiveness, generating atterness among consumers and creative . prospective for the selective of right prospects. The primary job of any headline is to attract the attention of the potential customers. Virtually headlines is a phrase of words that have innate ability to flag reader attentions.

6.7.8 Relevance

Creative ideas consist of relevaulce and newness. Relevance means the theme of an ad must be targeted for audience with positive importance and creative involvement.

6.7.9 Emotion

In the field of advertising emotion or mood creation approach requires a basic strategic plan. Mood creation ads are particularly useful for products or services that lacks distinctions characteristics. Emotional appeal generate feelings which further work as energies that sell products. Emotion like surprise, gratitude, acceptance, expectancy, happiness, relief and excitement create satisfaction or dissatisfaction and therefore, its use should be ensured in a creative way. Plummer was of the view that all great selling ideas established in vital emotional bond with their prospects¹²

6.7.10 Positioning

Is a strategic tool of a brand managers and advertising planners. The position of a brand is a perception which bring about in the mind of target consumers. This perception reflects the essence of brand in terms of its functional and non-functional benefit in the judgement of the consumer. It is relative to the perception held by that consumer of competing brand, all which can be represented as points or position his or her perceptual space and all together, make up product class.

6.7.11 Benefit

Benefit in the creative advertising means attributes of the product presented before targeted cotlsumers with planned strategic way. Because consumer always buy product 'test, texture, nutritional value as ability to clean or brighten, in other words they buy a product benefit.

6.7.12 Negative

Negative advertising is also a trend generated by demand of creativity. Such advertisements show the dark uninviting side of thing like homeliness, sidedness, etc. Though in the world of advertisement such idea has been generated to repulse the consumer into remembering but it has been not found in good taste.

6.7.13 Celebrity

Numerous advertising campaign used personalities generally from the motion picture industry, sports world and theater. However, personalities can also be average individuals. Celebrities are those people who are widely known. When such people appear in advertisement they do so as presenters and spokesperson. A presenter may provide a testimonial about the excellence of the product whereas spokesperson does not endorse the product rather the personality speaks further about the company. The process of selecting celebrity as a personality of an ad campaign requires number of criteria. A product that is designed to project an image may find that image can be enhanced by a particular type of celebrity. It means that compatibility ensure along with-acceptance of the individual by the target audience. These ads help in increasing the brand recall rating among consumer significantly.

6.7.14 Execution

Execution is the ultimate goal of advertisement which is to determine the real communication of a persuasive message to the audience. There are certain characteristics of execution, Audience respectability, honesty of advertisement, simple clean and direct approach are some of the basic characteristic which ensure creative execution. It should stand out from others.

6.7.15 Humour

Humour enhance attention of audience. It is used to advertising to attract attention and direct attention to the product in a pointed and involving way. Humour not only entertains people but disarm them as well - it makes people drop their guard. It can work at the start and at the end of an ad.

Activity 4

Identify 2 product categories in which one of the brands has been advertised using humour. Compare the creative associations of all the brands in these product category and suggest which approach is more effective.

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ILLUSTRATIVE CASE

CADBURY'S DAIRY MILK : The Real Taste of Life

The Cadbury's India Limited (CIL), the Rs.200 crore giant, has been in the chocolate market since 1948 and to some extent with a monopoly in the market. The major products of CIL are Cadbury's Dairy Milk (CDM), 5 Star, Double Deckers, Gems, Nutties, Bournvita and recently launched snacks bar Perk.

The 10,000 tone (1994-95) Indian chocolate market can be sliced into three parts: First is the Moulded segment comprising all slab chocolate like CDM: It is made by pouring the ingredients into moulds. Second is Count segment, comprising bars like 5



star and Double Decker. It basically has more ingredients than just chocolate and is usually barshaped, making for chunky bites. And third is, Panned segment, comprising chocolates like Gems and Nutties. The panned variety has different cores/centers, which are covered with a layer of chocolate, and may have a sugar coating too.

In 1993 the composition of the 8000-tonne (Rs.200 crore) chocolate market was

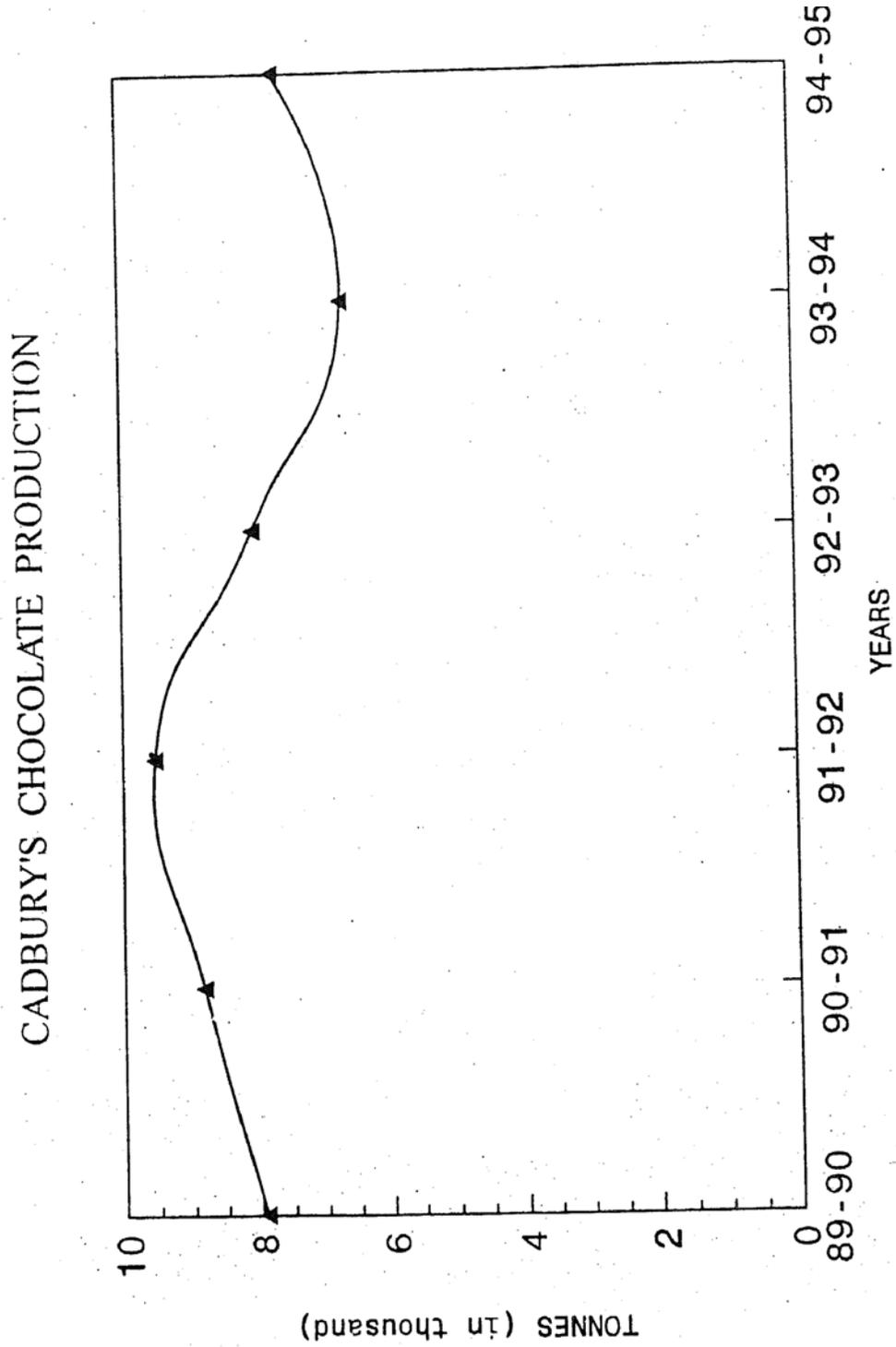


Figure 6.1



growing at 15 per cent in value terms: whereas the moulded one was 35 percent. But before that things were not favourable for chocolate market. In 1991 the price of Cocoa, the raw material for chocolate, increased to a great extent. Another big blow was delivered by the Budget in 1992-93, chocolates were slammed with an excise duty of 27.5 percent up from 16.5 percent earlier. This led to price jumps of 20 to 30 percent each year, on an average, which resulted into a price of CDM shoot up from Rs.6 for a 40 gm. slab to Rs.10 in 1994. CIL had dropped production volumes by 15.6 percent in 1992-93 and another 17 percent in the 1993-94 from 9,536 tonnes to 6,680 tonnes, as illustrated in the Figure No. 6.1.

Cadbury's took this very seriously. It had not just arrested but reversed a menacing decline in the off take of chocolate, which accounted for about 70 percent of CIL's sales. After the decline in production, for two consecutive years it showed a 13 percent rise in 1994-95. This happened on account of a change in the advertising. Before that Cadbury's was emphasizing on the consumption of chocolates by the kids only but later on they offered the chocolate to adults., Targeting adults was not a fresh effort by Cadbury's, but it became successful. In the words of Tim Robertson, Managing Director and CEO, CIL "The competitors can get some market share: but the first chocolate company in a market always keeps way ahead if it's been around alone long enough". Tastes don't change so easily. That attribute is a plaything of the leader. In 1986, the company enriched its milk chocolate by raising fat content, smoothening the product's feel in the mouth, and rebranding its flagship brand Cadbury's Dairy Milk (CDM). Which was earlier - Cadbury's Milk chocolate.

Earlier Advertising Strategies

In the 80s Cadbury's decided to let go of its children's franchise in an effort to encourage consumption among adults by introducing ads that centred around '**caring and sharing**' - **Jo baat baaton se na ban paye, woh Cadbury say ban jaye**'. (Sometimes Cadbury's can say it better than words). -Emotional and momental advertisements of CDM showing family situations of parents gifting chocolates to their children were made.

After an initial spurt in sales, the brand stagnated again, recalls company sources. The altered communication failed because it was based on the reward denial platform that created a self imposed limitation on the brand.

During this phase, in 1990, competition went on. Amul was positioned as a gift, while Nestle wrapped its brands with some more undiluted fun. Though Amul made feeble attempts to break the age barrier and spurt the adult consumption, chocolate remained a fun buy. But Nestle and Amul adopted the path of massive advertising to increase their market share. "This situation forced the Cadbury's to reworking of consumer attitudes," says Rajeev Bakshi, Vice-president, marketing CIL (personal interview) "which resulted into CDM communication again, being re engineered". It sought to inject a degree of exuberance to chocolate - eating among adults - attributes that were built around the original brand values of caring and sharing. Thus the campaign. 'The real taste of life was launched by Ogilvy & Mather (O&M), Bombay in 1994.

Creative Team

The creative team was headed by Piyush Pandey, Executive Creative Director, O&M.

Client Servicing Team

The client servicing team was headed by Preeta Singh, Director Client Service and included Vikram Raizada and Manoj Menon.

The director of the commercial was Mahesh Mathai of Highlight Video. The music was composed by Louis Bank.

The main model in the commercial was Simona. It was her maiden advertisement.



Objective/Theme of the Advertisement

The main objective of CDM commercial (Kuchh Khas hai Zindagi Mein) was to change the traditional view of eating chocolates, and to transform the brand (CDM) which 'was accepted as children's product to an adult's product. The objective was to encourage the existing consumer to eat more, and to reach out to the potential consumers (adults - buying capacity). It was projected before consumers (adults) for breaking the barriers to buy the chocolate for themselves and eat it on the door, road or wheresoever they were.

Another thing communicated through the commercial was to treat CDM little bit as light snacks, like cold-drink, chips, sweets etc. The objective was to project CDM as a product which would satisfy food requirement while watching TV programme, movie, sports, or any moment of life.

The theme of the commercial was to set free the spirit of the individual. CDM ask adults to be themselves - their real selves with CDM. People go through life living under social and mental restrictions, never doing what their heart tells them. Breaking the barrier, CDM commercial projected to the adults to be what they wanted to, being completely natural in the different moments of life despite their age, time, surroundings, and so on.

Briefing Session

In the year 1993 Cadbury's did a market research about the principle of segmentation by age groups in chocolate consumption. And they found totally adverse results that CDM is consumed uniformly across ages, regardless of the various positioning stance. A more significant finding - the adult is certainly not averse to chocolates. He is simply embarrassed or ashamed of eating what he considered to be a child's goody, all by himself. Only a change in attitude could compel a behavioural change, felt the company.

Considering these facts Cadbury's briefed O&M (the agency handling the CDM account) that they wanted to change the attitude of Indian people and make chocolates (CDM) as popular as in western countries among the adults. To develop an advertisement which makes it equally proper for adults and children to have chocolates and enjoy them. That was the genesis of the campaign'. Says Piyush Pandey, Creative Director, O&M. The CIL also conveyed that they would be increasing the advertising budget to a great extent.

Idea Generation

The idea for this campaign came out in a very interesting fashion says Piyush Pandey. Creative Director, O&M. "I and my colleagues in the business felt that we must take some time off. I happened to be in America at the time when there was urgency about this campaign. I took rounds of Disney World, I was around the beaches of Hawaii. I just came out with an environment where I felt I was being with myself. When we came 'back and said okay to the brief that extends the use of chocolates to adults and gives them licence to do what they feel like doing. I think that one month I spent was worth while. Before all went off from my mind, I still remember some very beautiful moments from that trip like I met some one who was seventy years old, came out with a bypass surgery and he said that he wanted to go for one of the most dangerous roller coaster rides where even I had been not. A sport where lots of posters were there showing, if you have heart problem, back problem, please do not take this ride. So, I asked him how did you decide to take this ride, he just said that I was checking that those guys (doctors) had done my operation properly or not. This was the spirit that man had and I learned from him that you don't have to 'bother about anything. If you do nice things which you feel



like doing and if they do not harm you, then do it. So that's the way this idea evolved. Working on the O&M creative team selected certain moments in the real life of some one in which he behaves like what he wanted to be. He simply overcomes the limitations, boundations of society, age, crowds, or what it is to enjoy at that particular moment of life as his heart says. For example says Piyush Pandey. "Once I was crossing the park, I felt like taking a football and kicking it. This way the sequence of an old man suddenly kicking a football that comes in his way from a group of playing children emerged". After these moments, they worked for jingle (song) which supports the emotional value' of that moment. On the basis of that they generated a line "something real in every one" which was translated in Hindi later on "Kuchh Khas Hai Hum Sabhi Mein". The jingle was composed by Louis Bank the king pin amongst commercial music directors.

And then the first campaign for CDM was developed and launched projecting different moments of life when they feel for themselves only. This happened to be in a very short period of time.

Thus, O&M creative team decided that we should go further them a single story in the commercial. For that, the idea also came out from the memory bank of Piyush Pandey. As he recalls, "we had seen some outrageous things: People striking in England right on to the wicket, we have also seen people going out to the field and at that point of time they feel wonderful. They don't want to stop themselves. This way the idea emerged. The storyline was prepared and handed over to Mahesh Mathai for execution".

Now, the question was to select the main cast (women). They decided not to take any

established actress or well known face or even a known face, but one who is completely new. So they did a video test to judge, how easy she is in front of the camera. Lots of closures were taken of different faces and finally they found only three girls who would be able to work on this.

Further a dance test was done in which all the three girls had to dance on the road in their own way without any guidance. They had to perform spontaneously and differently and finally Sirnona was selected. In the actual shooting of the commercial the director didn't brief the model about the dancing or steps. He simply played a phirang music and said - here is music, now you have to go for it. This resulted into the most memorable shot of the commercial. And same jingle was added to it with a base line in the end of the commercial. **"The real taste of life"**.

Defining the Advertisement

The ad breaks with camera focusing on the girl eating CDM sitting in the stadium stands and watching a cricket match. The batsman is ready to face the ball. He has made 99 runs confirms the score board (full of confidence). The bowler starts his run-up. As the ball reached, he hits the ball with full strength. The fielding side team manager was focused, showing his dissatisfaction about the bowling from the pavilion. People on the stands got up to watch the results of the big hit. The boundary fielder was unable to catch the ball and it became a sixer. The girl in the stands closed her eyes as if she was not ready to see her close friend (batsman) out at 99. But when the crowd shouted, she opened her eyes and raised her hands and she jumped into the field. A police man tried to stop her but she dodged him easily and started doing jig in the field. People started clapping from the stands. And the Cadbury's chocolates logo of - glass and a half, of milk being poured appeared with a line, **"The real taste of life"**. The commercial ends' when the batsman hugs the woman and at the time she offer CDM to him.

The moment the commercial starts the music breaks and the melodious song (jingle) follows the whole advertisement.



The Line are:

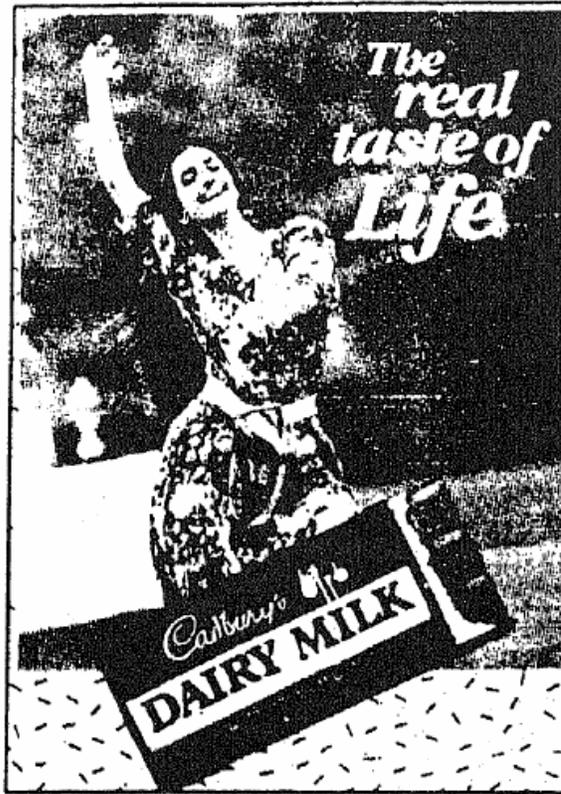
"Kuchh khas hai hum sabhi mein" (There is something so real in every one of us)

"Kuchh baat hai hum sabhi mein" (There is something to say in every one of us)

"Baat hai ,, Khaas Hai ,," (There is something to say which is real)

"Kuchh swad hai ,," (There is some taste)

"Kya swad hai zindgi mein" (Something so real in the taste of life). And the base line appears with voice over : **The real taste of life.**



Figure

Results in Terms of Sales/Performance

The results were beyond expectations. In no time the target audience accepted change of attribute which resulted increase in the sales of CDM chocolates. In total chocolate market CDM share reached 24 percent, as shown in the Diagram No.6.2

It also affected the over all sales of the Cadbury's India and CIL had postged a Rs.12 crore profit in the first six months after the launch of the commercial as opposed to a loss of Rs.5.2 crore in the same period last year. The increase in the turnover of CIL has been shown in Diagram No.6.3.

As for the performance of ad was concerned it broke all previous records. People not only appreciated the dance of the woman but admired it as very realistic. They started correlating to the story from different angles. The jingle was so melodious that it touched the hearts of people, It turned into a tool of offering the CDM chocolates with the song "Kuchh Khas Hai". It won every possible awards of the country like A&M award, CAG award, Ad Club award, Zee Viewers award, Best Producer award, including a large number of other awards also.

Creative Association of the Advertisement



The Cadbury's Dairy milk advertisement "Kuchh Khas Hai Hum Sabhi Main" creates an emotional tune among the adults to consume chocolates.-This became possible only with the help of certain associations in it. These are:

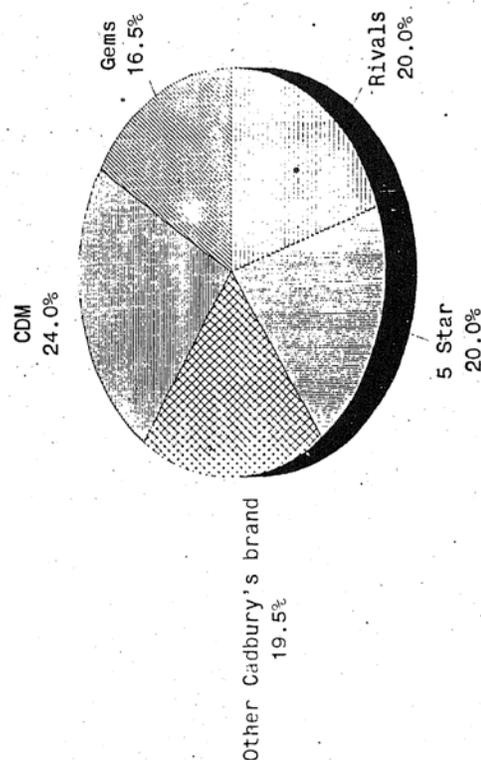
Idea

This is the true difference between Indian and Western people that Indians care for people and society, both. Considering this they crush their own feelings. They never be themselves after their childhood. On the contrary, western people enjoy the life even at the age of seventy or eighty. They behave in the way they like. To change this attribute through the chocolate eating was a tremendous effort. It wasn't only a big idea for the Cadbury's but at the same time it developed or opened the path for those people who , wanted to be themselves even in the older age. The complete concept was effective enough that changed the society attitude to some extent. Now children are offering chocolates to their parents and they are accepting it. The whole thing was given a social sanction. It also satisfied norms for creative idea which are as follows:

- About 40% of respondents appreciated the adaptability of the idea. The theme was generated mainly for the TV commercial but it was also showed on hoardings and POP materials later on.
- 100% of respondents appreciated the durability of the idea. Initially only two commercials were made on the theme but after one year the agency launched another ad with a different story (football match between old and young). This showed that it may remain active for many more years ahead.

MARKET SHARE OF CADBURY'S CHOCOLATE IN 1994-95 (10000 tonnes)

Diagram - 6.2





GROWTH OF CIL

Diagram - 6.3

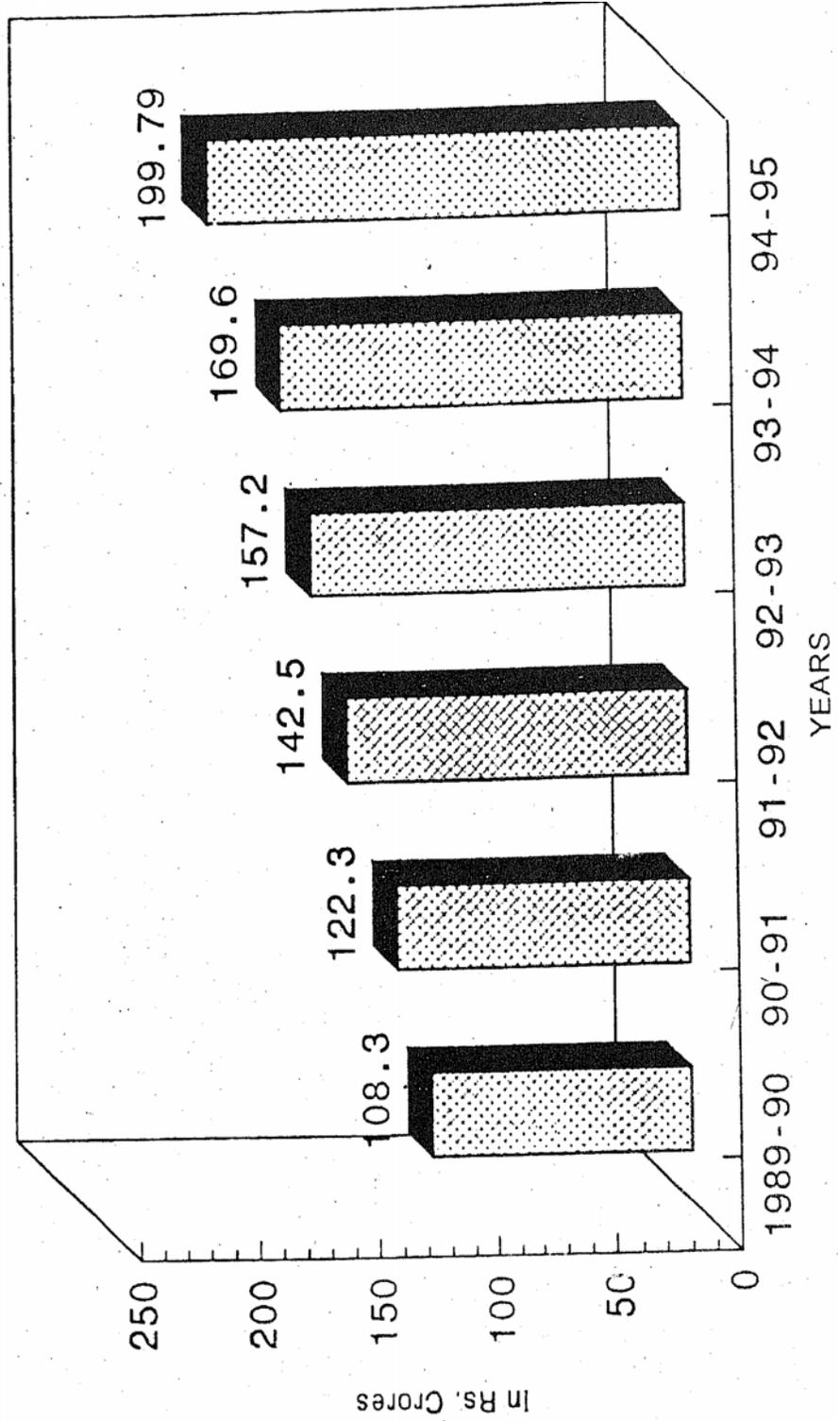


Diagram 6.3



- 100% of respondents appreciated the newness of the idea. This was for the first time in Indian advertising history that any commercial tried to break the rules and regulations to change the attribute of buying and eating habits of adults and became successful.
- 100% of respondents appreciated the oneness of the idea. All the three commercials were launched with different stories and moments which tried to communicate the way to break barriers and to set oneself free in spirit.
- About 96% of respondents appreciated the relevance of the idea. To get more potential customers it was necessary to change the eating habits of chocolates in adults and got it widely accepted in the society. Because, before that people (adults) would eat the chocolates but not openly.
- 100% of respondents appreciated the memorability of the idea. By creating a jingle 'Kuchh Khas Hai' the commercial touched the heart of target audiences or even general public which registered a great impact on their minds.
- 100% of respondents appreciated the simplicity of the idea. The targeted audience easily got the message - "to be themselves when they wanted to be".

Thus, on the basis of the above observations we can say that CDM idea of freeness at every stage if creative.

Execution

The execution was appreciated by 100% of respondents as a creative association in the commercial. The most powerful situation which graped the minds of target audience in the ad was the dance, or spontaneous dance, which was so natural that it captured terrific vignettes when adults were being themselfe oblivious of the environment. Another thing which touched the heart of audience was the music. It helped in realising the joy for a moment. Thus was can say execution i.e. the immune of the advertisement.

USP

The USP was appreciated by 100% of respondents as a creative association in the commercial. The way O&M had put the eating habits of chocolates before the audience, it was accepted by the society and audience both, which not only created potential buyers but it increased the sales volume too.

Emotion

The emotion was was appreciated by 100% of respondents as a creative association in the commercial. This commercial of being themselves was based on the emotional theme. One should not suppress the emotions or feelings at particular moments. And the way it was picturised every body wanted to come out with emotions to enjoy the life.

Jingle

The jingle was appreciated by 100% of respondents as a creative association in the commercial.

The jingle 'Kuchh Khas Hai Hum Sabhi Main' forced to realise the target audience (adults) that everybody has some spal unforgettable moments in his life, in which he or she was in natural, nothing restrict his inner self to come out. At the same time it was melodious enough to catch attention of audience even if they are just hearing and not watching.



Positioning

The positioning was appreciated by 96.6% of the respondents as a creative association in the commercial. The most important factor which helped in the popularisation was the target audience. As we all know that chocolates are for kids. But the commercial targeted towards the adults only.

The brand image was appreciated by 93.3% of respondents as a creative association with commercial. The Cadbury's brand already had good brand equity in the market. It is well known fact that parents/adults buy the same brand chocolate for their kids or brother/sisters. And by targeting towards adults, the company added value in the brand equity in their product.

Reality

The reality was appreciated by 93.3% of respondents as a creative association in the commercial. The complete advertisement was based on reality and natural moments. Like expressing joy with the dance was totally natural. Another thing the theme which confirmed that adults eat chocolates but not openly, so it was an initiative to give them sanction to eat. Thirdly, it tried to communicate to be natural not to curb your feelings, emotions.

Relevance

The relevance was appreciated by 90% of respondents as a creative association in the advertisement. To some extent it solved the problem of target audience (adults) that there was no need to eat the chocolates in the hiding. Buy it for yourself and eat it openly on the road, stadium, or even in a park.

Humour

Humour was appreciated by 88.8% of respondents as a creative association. As the theme of the commercial was new for the society and target audience, it looked interesting in watching those situations like an old man kicking a football in the park or a pregnant lady demanding chocolates for her unborn baby and an adult picking up a piece of chocolate from the road and munching it.

Thus on the basis of the above discussion we can say that these associations helped a lot in achieving the creative edge in CDM advertisement.

Creative or Non Creative

The opinion poll about the Cadbury's Dairy Milk advertisement revealed that 72% of respondents put it in the category of exceptionally creative ad. Whereas 20.6% confirm it as most creative ad. On the other hand 6% of respondents felt that it was creative ad only and rest 1.3% put it in non-creative category. Thus on the whole we can conclude that CDM advertisement "The real taste of life" is an exceptionally creative commercial.

6.8 SUMMARY

Creativity means different things to different people. Creativity has been defined as a concept explaining what creative process is all about.' The linkage of creativity with advertising has been discussed bringing out the significance and role in effective and productive advertising.

We also made an attempt to identify and discuss the characteristics of creative people, their ability to think and visualise creativity and concretise their creative skills as and when required. At the end we have identified a range of creative Associations and discussed them briefly for your benefit to use and analyse.



6.9 SELF ASSESSMENT QUESTIONS

1. What is the meaning of creativity, and how it is different from innovations.
2. What are the alternatives available to a creative director for creative associations of a brand? Discuss each briefly.
3. In what market situations comparison advertising is useful? Discuss.
4. The celebrity advertising is obviously expensive. However, it might have some advantages. Discuss some of the major advantages of celebrity advertising.

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