

INNOVATIVE ADVERTISING REQUISITE OF TODAY'S MARKET

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Abstract : Good advertisement can help sell good products. An advertisement that has a big idea and combines style with substance creates more meaningful and lasting impression.

While advertising creativity of yesteryear may best have been associated with clever jingles and heartwarming TV spots, today's marketing creativity includes the clever use of data and the sometimes blurred lines between advertising and "content" but it surely does work. Marketers challenge begins with distracted consumers viewing more than 1,000 ads a day, creating "ad blindness" and even marketing avoidance altogether. These avoidance efforts by consumers have created a need for "innovative advertising". Some promotional mantras used by marketers in creating innovative ads are creating a visual connection between the product and a symbol representing the value. Playing tricks and games with them and amusing them can yield a much better response to the brand. Marketers expect consumers to read advertising messages that could entertain them. Marketers need to make a mass announcement to the entire community about the strategy that they are using. Restricting the information from consumers and creating hype about some secrecy gains a lot of attention for the brand. Exclusivity allows consumers to believe that they are the lucky ones, the selected few or the discerning elite.

Keywords: Advertising Creativity, Marketing Creativity, Promotional Mantras-fusion, Tricks, Entertainment, Secrecy, Mass Announcement, Exclusivity .

INTRODUCTION

INNOVATIVE ADVERTISING – REQUISITE OF TODAY'S MARKET

Advertising plays a pivotal role in modern business world. It includes branding, packaging, celebrity endorsements, sponsorships, publicity and customer service. With the arrival of reality TV and internet advertising has acquired interactivity. It is no more a one way communication, lacking the feedback loop from the consumers. According to Adam Scott, "Hundreds of years ago, advertisements were created to generate awareness. Then they improved on the point of being persuasive. Now they are downright manipulative". Thus developing effective advertising is a challenge.

POTENTIAL OF GOOD ADVERTISEMENT

Good advertising should generally elicit the following responses:

Attention – It catches the eye or ear and stands out amid the clutter of competing advertisements.

Interest – It arouses interest and delivers sufficient impact in the message or offering.

Desire – It creates a desire to learn more or crave ownership.

Action - It spurs an action which leads to achievement of the ads original objective- prompts potential customers to purchase or use your products or service.

HOW TO TRIGGER THE AUDIENCE

With increasing overload of brands and brand images on human memory, creating relevantly different ads is a challenge. The idea is to be different in a way that is relevant to the consumer need, relevant to his or her expectation from the category. Only then will the consumers see the brand as different enough to be owned. "Thus good advertising can make people buy the product even if it sucks", says Adam Scott. To make effective ads, marketers need to think of innovative ways of designing the advertisements to avoid clutter.

NEED FOR INNOVATION

In nature, evolution occurs most rapidly when competition for resources is intense. The same process is now occurring with promotional media. All traditional media channels are now saturated, and competition for consumer attention is intense. At the same time, the impact of any one medium is becoming diluted. As a result, companies are becoming increasingly innovative in their approach to communications and a host of new media channels have emerged. As a result, media choice is becoming a tricky task, which is why detailed segmentation is so important.

Innovative usage of media is the need of the hour and clients should stop spending their money on traditional advertising mediums like print and TV. An Innovative Advertising Strategy is the successful development of a unique concept or idea which helps a company to thrive in a competitive market.

TOOLS USED FOR PROMOTION

1. Innovative Technology is the need of the hour in non-metro advertising space. In order to reduce and even eliminate dependence on grid and fossil sources of power, the onus is on advertisers in India to think of innovative means to achieve zero foot-print. The traditional medium of billboards/out-of-home (OOH) can present some succor to advertisers. For evening lighting, billboards and OOH media companies need to move away from outdated means of lighting like diesel generators. Villages in Bihar are already utilizing abundant farm waste, like rice husk, to generate electricity; enough to light homes and civic spaces. Environmental departments in states like West Bengal are already mandating a conversion of diesel-run billboard lighting. Such impetus from the policy side is aimed at encouraging advertisers to reduce their dependence on grids and replicate these set ups in all rural locations of advertising interest. Conventional OOH medium is increasingly losing its charm. OOH has evolved and as a result, new routes of dynamic audio-visual media have emerged.

2. Point of Purchase (P.O.P) material is an extremely important and effective weapon for all the categories of companies whether in FMCG or in consumer durables or at the industrial or service products end as well as in the arena of pharmaceutical or OTC products.



3. An innovative billboard design can be very hard to miss and attract attention from miles around. *Billboards are the most common form of outdoor advertising. Large and prominently placed, ad agencies are continually thinking of new and innovative ways to use them to grab the attention and imagination of their target audience.*

FORMULA TOOTH CARE



billboard design tears apart the usual billboard design

An utterly creative billboard design for Formula Toothcare, with the tag line 'builds strong teeth' taken to extremes. The 'broken' metal frame makes the billboard design look all the more realistic and eye-catching - ensuring a strong execution in delivery. This would certainly catch our eye if we were walking past.



PROMOTIONAL MANTRAS FOR CREATING INNOVATIVE ADVERTISING

1. Creative marketers use a clever little tool called fusion. Fusion links a product to a message in a creative way that communicates the value inherent in the product. Fusion creates a visual connection between the product and a symbol representing the value. When a customer sees that connection, they instantly understand the message and appreciate the value delivered by the product in a more powerful and subtle way.



2. Tricks: Customers love something that involves them into the product. Rather than just stating the message, playing tricks and games with them and amusing them can yield a much better response to the brand.

3. Entertainment: Marketers expect consumers to read advertising messages and then generate interest by themselves. There are so many advertising messages that consumers are exposed to that we really cannot expect them to read that brilliant copy which is created spending thirty six hours on it. Consumers are looking for entertainment and that too free entertainment.

4. Amplification: Advertising clutter has become a major problem globally and thus the need for

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innovative advertising mediums and layouts. But implementing that itself is not enough; one needs to announce to the entire community about the strategy that you are using. Until you create that mass announcement, you will not be noticed.

5. Secrecy: This goes completely against what marketing gurus have so far said. Sometimes, restricting the information from consumers and creating hype about some secrecy can in turn gain a lot of attention for the brand. Who does not love to know a secret vis-à-vis who wants to read ready mundane product information?

6. Exclusivity: The key term of this strategy is exclusivity. Customers crave for exclusivity. Be it designer saris or designer chocolate, exclusivity is respected and cherished world over. Exclusivity allows consumers to luxuriate in the belief that they are the lucky ones, the select few, the discerning elite.

CASE STUDY

1. HIPPO CHIPS

Indian companies are using innovative campaigns on social media, either for direct advertising or for enhancing their brand profile. Hippo Chips- Hippo, a unique baked wheat snack food brand launched in the Indian snack market in 2010 and successfully deployed an innovative social media brand awareness-cum-customer engagement-cum-advertising campaign with shot many birds with one stone. HT reported that in February 2010, Hippo launched a Twitter campaign asking consumers and retailers to tweet Hippo's availability on retail shelves on Hippo's Twitter page, because they were facing difficulties in tracking distribution across India. The company promised to take action on the tweets which stated unavailability in specific stores. Parle Agro claimed that they received such stock related tweets from 25 cities and that the number of people tracking Hippo stocks on Twitter equaled 45 per cent of Parle Agro's foods sales team. Their sales had jumped by 76 percent after this campaign, reported HT.

2. VOLSWAGEN- World's first talking newspaper

Volkswagen took advertising to a new level with an innovative audio advertisement in newspaper. On Tuesday September 21, 2010 as readers opened the newspaper a lightsensitive chip attached to the page announced the arrival of "a perfectly engineered car" – the Vento. 25 lakh readers of The Times of India and The Hindu were taken by surprise.

3. Mc. DONALDS - sundial billboard



Ad agency Leo Burnett use a sundial in this brilliant billboard design to promote McDonald's breakfast menu. Displayed is the fast food giant's breakfast menu, with the sun casting shadow on each item that corresponds to the time of day you would normally eat it. Created by ad agency Leo Burnett, the sundial not only points out what meal you should go for, it also creates a shadow of the restaurant's infamous 'M' as it does so.

SUGGESTIONS TO PROMOTE UNIQUE INNOVATIVE WAYS

If the marketer is still getting the same old, served up each time by their media agency they could ask the agency to come up with some more innovative and creative media ideas which can add reach, impact and value to a marketing and advertising mix.

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1. Airborne Advertising can be created for maximum 'sky-high' brand impact and call to action through flying banners and aerial advertising. Flying banners can be targeted directly to key events or locations while skywriting displays can be visible up to an amazing 30km radius. It can be a strong clutter-free and engaging outdoor advertising option.



2. Sports Ads - Sports venue advertising comes in many forms. The reach can be lucrative – mostly male – audience within direct and intimate setting through a growing network of sporting venues across the country. Advertising is available on billboards placed around the ground, galleries, club house or at the driving range – as well as on scoreboards, sports accessories etc.



3. We can reach targeted business and leisure airline passengers through a range of in-flight advertising options including aircraft wraps, locker ads, in-flight TV & digital itinerary media.



4. Screens appearing within increasing point of sale and other populated locations can offer marketers the opportunity to reach consumers in greater network coverage. Screens could be placed in high traffic areas such as next to the ATM, bus stop and shop entrance.

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7. Community Radio can be considered as a marketing channel. They can offer marketers a range of on-air & online options to reach a passionate and loyal youth based audience as well as rural audience.

6. Napkin Ad - There are a broad range of ambient advertising options available to marketers which can offer both impact and high engagement. Napkin Ad is one such example where they print and distribute branded luncheon napkins throughout a growing network of food outlets within major food court & shopping centre locations throughout the country.



7. Easy Weddings - Each year in India there are so many weddings and thus these weddings generate a fair amount of money. Independently owned marriage site can reach active brides offering with a range of resources, tools & guides as the plan and purchase for their big day.



Pininterest.com

8. Ethnic & Multicultural Advertising Options can be done on Print/Magazines or on Websites.

9. Marketers can rent ad space on someone else's face book page.



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10. They can even rent human bill boards in target cities.



11. Sponsoring a slide share presentation for an ad spot can be another innovative technique used.



Sponsor our PHO Magazine Slideshare and have your company name and/or Logo on the homepage and EACH slide with a link back to your website.

12. Marketers can get the logo and the ad message printed on the floor where the railway coaches are stationed.



13. Marketers can print the ad on product packaging.



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14. Advertisement can be done on public rest room mirrors or include ad message on the bottom of the glasses in the restaurants.



15. Advertisement message can be incorporated on the door handle.



16. Marketers can post a QR code ad linked to your mobile site in a high traffic area.



17. Marketers can run a brand ambassador contest to fill an internship spot.

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