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Advertising Insights by Kirit JAsani

Advertising Insights by Kirit JAsani
is a collection of articles published on blog
www.thebrandsquad.wordpress.com

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Advertising | Brand Consultancy | Exhibition

Proper direction for
growth of brand

Here comes practical learning of advertising, from an advertising practitioner.

Other questions might be how PR affects your target audience? Why a good brief is necessary? Should you do brand extension or launch a new brand? Answers to such questions have been covered with practical examples. To answer these questions, till the time possible, I have used examples on which me and my team have worked. I sincerely believe learning from these examples will be helpful to you.

I am Kirit JAsani, founder of Spotlight Communication. For last 13 years, I am engaged in providing branding and advertising solutions. As an agency, we have developed solutions for various categories of products, which include Architectural Hardware Products, Solar Water Heater, Real Estate, Bakery Products, Farming Implements, Industrial Power Solutions, Textile Machineries, Soft Drinks, Ice-creams, Education Institutes and Gym. During this tenure, I have published many posts on my blog www.thebrandsquad.wordpress.com Some of you might have subscribed to this blog! As a one-point reference, I am providing last 12 posts in PDF format.

If you have any questions related to branding you can reach me at kirit@spotlightcommunication.co.in



In following pages, I am going to answer some of the questions, which might bother you during the process of deciding on your advertising. At some time, you might have thought how do I use customer testimonials in advertising? At other times, you might have been confused about the selection of visual whether simple or complex visual what will work for you? There would have been instances where you were required to decide on a brand name and you found yourself with a tough decision to make, which name to select? Sometimes you might have thought what is the role of perception? If you are required to run ad month to month, then it is quite likely that you would have thought how long you should use the same visual in your advertising?

Index

Customer Testimonial - An authentic way to convince your prospect	05
The Power of Simple Visual	07
What if your brand name is inspired by a product sub-category?	09
Demonstrate Your Key Feature Visually	10
Perceived leader is always a winner	11
How long you should continue with same visual or same treatment?	12
Should PR precede advertisement?	13
Is a good brief reason of good work?	14
It's shockvertising!	15
In Marketing, Perception is Everything	16
The critical decision in marketing, line-extension or new brand launch	17
Marketing lesson in RSS' move from shorts to trousers	18

Customer Testimonial - An authentic way to convince your prospect

For each product and service provider day by day it is becoming difficult to come out with something really different. Even if you propose something different then there are many 'me too' brands ready to copy and implement your idea. Obviously, this calls for an extensive sales effort. In such a competitive scenario use of 'Customer Testimonial' in your marketing material turns out to be really very effective.

I could end my search for
Investment of life time saving in just one visit of
Bhagirath Lake City

Visit the site to grab
special offer rate on this
**last day of
Wonderful week**
26 February 2012
Booking started for plot with constructed bungalow

Pick up & drop facility available for site visit

Suresh Mehta
Retired Bank Officer, Plot No. : 18.

Bhagirath lake city

Site Address :
In front of Soyla Lake, Sarand-Bavla Highway, Sarand.
e-mail : marketing@bhagirathgroup.com, www.bhagirathgroup.com
Contact : +91 99798 54121, 97277 07004

100% Loan Papers Available

Lakeside Luxurious Plots

Actual Lake View

Spesigh-078-3002334

Suppose you want to buy a mobile handset. To conclude on which brand to go for you initiate the process by gathering details about various brands, may be from internet. You start paying extra attention to mobile handset ads on television and start reading the details of feature and apps in Newspaper, Magazine or Outdoor advertisement. There are higher chances you get confused which brand to opt for with such a bombarding of marketing messages. But you want to buy a mobile phone, your need

has not been satisfied. You start observing which brand of mobile is preferred by your friends, family member, colleges or may be boss. At right time you ask them, 'how is your handset performing, as you are using since long time?' As an answer if you get to know it is Good, Very Good or Excellent then that answer will be more effective in decision making than your past visit to store or going through various advertisements.

Customer Testimonial becomes of high importance when the nature of investment is capital intensive. Let's say you want to buy a piece of land to construct your home, weekend home or you just want to invest from future perspective. There are many property portals available which gives you ample of information on all type of properties including plotting projects. Specifically Sunday being weekly off, for most of the people, major projects target you through their Radio and Print advertisement in various Newspapers. Apparently each developer will say their project is one of the bests. However when you inquire on telephone and ask for status on NA, the answer you may get is, 'NA is in process and we may get approval in coming few months'. On the other hand you read in newspaper, 'Construction activities banned by forest department in Nalsarovar Area, many investors money at stake' this increases concern as you are going to invest your hard earned money.

At this point of time if you are exposed to a print ad where a satisfied customer is saying why he made a decision to invest in a particular project, let's say Bhagirath Lake City, you tend to believe him or her. This happens because the ad features an identifiable character from routine life. With some basic investigation it becomes easy to reach such person and re-confirmation of

ભગીરથ લેકસીટીની

ફક્ત એક મુલાકાત અને પહેલી નજરના પ્રેમમાં
મને થયો વિશ્વાસ



Actual Lake View

મુલાકાત લો અને વિશ્વાસ કરો

સાબંદ સીટી	૦૨	કિ.મી.
લાવણા સીટી	૧૫	કિ.મી.
બોપલ-સુમા	૧૪	કિ.મી.
ઈસ્કોન મંદિર સર્કલ	૨૧	કિ.મી.
સાબંદ પ્રમોટ્સ રીંગ રોડ	૦.૫	કિ.મી.

નરેશભાઈ પટેલ
એડિટિવ એક્ઝિક્યુટિવ મેનેજર, પ્લોટ નં. ૧૫.

સાબંદ વિગ્રીટ મહે પોલરુસ અને ડ્રોપ ની સુવિધા ઉપલબ્ધ



Actual Photo of Entry Gate

Bhagirath lake city

Site Address :
In front of Soyla Lake, Sarand-Bavla Highway, Sarand.
e-mail : marketing@bhagirathgroup.com, www.bhagirathgroup.com
Contact : +91 99798 54121, 97277 07004

100% Loan Papers Available

Lakeside Luxurious Plots

Sample - 079 - 3052 2324

ભગીરથ લેકસીટીની

ફક્ત એક મુલાકાત અને વિકાસની શક્યતાઓ
થઈ સાકાર



Actual Lake View

મુલાકાત લો અને વિશ્વાસ કરો

સાબંદ સીટી	૦૨	કિ.મી.
લાવણા સીટી	૧૫	કિ.મી.
બોપલ-સુમા	૧૪	કિ.મી.
ઈસ્કોન મંદિર સર્કલ	૨૧	કિ.મી.
સાબંદ પ્રમોટ્સ રીંગ રોડ	૦.૫	કિ.મી.

નયલા મહેતા
ટેલિગ્રામ ઇન્ફોર્મેશન ઓફીસર, પ્લોટ નં. ૧૮.

સાબંદ વિગ્રીટ મહે પોલરુસ અને ડ્રોપ ની સુવિધા ઉપલબ્ધ



Actual Lake View

Bhagirath lake city

Site Address :
In front of Soyla Lake, Sarand-Bavla Highway, Sarand.
e-mail : marketing@bhagirathgroup.com, www.bhagirathgroup.com
Contact : +91 99798 54121, 97277 07004

100% Loan Papers Available

Lakeside Luxurious Plots

Sample - 079 - 3052 2324

the fact about project is always possible so the advertiser would not take risk to publish dummies in testimonial.

We, Spotlight Communication, as an official creative agency of Bhagirath Lake City selected to use customer testimonial in print ad campaign. Under this entire ad campaign Spotlight focused on one thing and that was visit of Bhagirath Lake City. Content of ad was prepared around the basic words and experience of existing customers. Customers had been selected from all strata such as Businessman, Professor, Government Employee, Doctor and Retired Bank Officer. We summarised their experience of first visit to site of Bhagirath Lake City in headline. These headlines communicated, all necessity of life is in proximity, the growth prospect is high, there is a good connectivity with major points of city and its strategic location at bank of Soyla Lake (Natural Lake) adds to the beauty of project. In

each ad a single customer was featured with his plot number in project, his profession and crux of his first experience of visiting Bhagirath Lake City. The campaign did wonders as visit to site increased by many folds.

This campaign succeeded because testimonial added authenticity to the information. When rest of the competitor were praising their own offerings, Bhagirath Lake City was endorsed by their satisfied customers. When customer's image and name gets published his reputation also comes at stake if he is just making puffing statements. This helped in building confidence in prospect and it really inspired the once who were stuck in decision making and waiting for some believable push.

Spotlight Communication suggest marketers to come out with customer testimonial ad campaigns to increase authenticity but advise not to use it too frequently.

The Power of Simple Visual

A picture is worth a thousand words. And these pictures or visuals become of prime importance when you use them for advertising purpose, more specifically print ads. We at Spotlight Communication believe if your visual is simple then your ad or brand stands at a better chance of recall.

When we try to recall something, most of the time search engine of mind starts scanning images for corresponding word or experiences. Suppose someone asks you a question, have you been to Taj Mahal at Agra? The very moment your mind will produce images of Taj Mahal which you had seen or various locations of Taj Mahal where you had captured photographs during your visit or some of those photographs which you had seen on internet or on greeting cards or in form of gift articles etc. if you have not visited Taj Mahal. In both the case simple visual of Taj Mahal is reproduced and recalled but hardly anything else is recalled for Agra!

This happens because Visual of Taj Mahal is very simple. The same thing happens in advertising.

The simple the visual it stands a better chance of recall. We used the same principle to solve problem of Krupal The Freedom City. It's a residential plotting project by Narayankrupa Infra on the fast developing Ahmedabad-Bagodara highway. It's NA, NOC and Title Clear residential plotting project. So customer can have ownership of plot from the very much first day against full payment of plot. When compared with competing projects in surrounding areas Krupal The Freedom City emerged as one of the most affordable projects of residential plotting. Plots are starting from 1062 sq. ft., costing Rs. 3,18,600/- that means only Rs.300/- per sq ft. But the big question was how to communicate this affordability part very effectively?



|| Shri Hariji ||

Developer
Narayankrupa Infra

પ્લોટ 1,062
સ્ક્વેર ફિટ થી શરૂ

ટીમ બેગ્સ
રેસીડેન્શીયલ પ્લોટીંગ

પ્લોટ 4, 5 અને 6 વર્ષ ના
સરળ હપ્તે પાઠ ઉપલબ્ધ

પ્લોટ ફક્ત ₹ 300 પ્રતિ સ્ક્વેર ફિટ

NA, NOC ટાઈટલ કલીયર | રેડી દસ્તાવેજ | થલતેજ સર્કલથી ફક્ત 45 મિનીટ ના અંતરે | ફી કલબ મેમ્બરશીપ | નિર્માણ કાર્ય પુરજોશમાં ચાલુ



KRUPAL
The freedom City




Site address : Nr. H. P. Petrol Pump, Ahmedabad - Bagodara Highway, Ahmedabad. www.krupal.com

- કલબ હાઉસ
- મીની થિયેટર
- ગ્રુમ
- જોગીંગ ટ્રેક
- ચિલ્ડ્રન્સ પ્લે એરિયા
- ઇનડોર તથા આઉટડોર ગેમ્સ

આજ હી ફોન કીજીએ ઓર છોટે બજેટમેં બડી ખુશીયા લે જઈએ 097277 07007, 097277 07824, 097277 07004

Spotlight - 079 - 3002 2324

When you think of three hundred rupees what comes to your mind. May be three notes of hundred rupees? What else can be a best visual apart from three notes of 100 rupees? So we created print ads and other collateral materials with same image. This ad with simple visual got better recall and response. Because it helped in strengthening the perception that plots in Krupal The Freedom City are really very much affordable. Even a young corporate executive can also afford to have a plot in his initial salary. Further flexible payment plans add to the convenience of buying a plot. So affordability was communicated very effectively and it helped in gaining preference by target audience. All in all success of campaign is dedicated to simple visual.

In support of print media extensive use of Radio channels at Ahmedabad helped reaching the target audience. It helped in communicating the part 'Plots are very much affordable'.

In brief, if your visual is simple it helps your brand get register in minds of prospect and will help in better recall. Remember 90% of information transmitted to the brain is visual and visuals are processed 60,000X faster in the brain than text. And simple visuals make this process even easier. So don't under estimate the power of simple visual. Spotlight Communication advise go for simple visuals in your ads.

What if your brand name is inspired by a product sub-category?



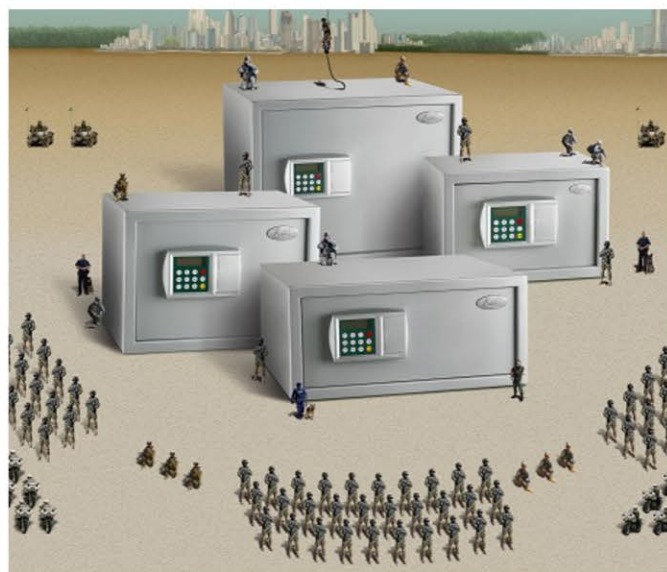
Confusion is the simple answer to this situation. At Spotlight we believe, when you have a brand name which also represents a category or sub-category, confusion starts appearing on surface.

If you are a tea lover and experiments with variety of teas, you would have heard of Tulsi Tea. A very well-known brand of Tulsi Tea is Organic India. By mixing three variants of Tulsi (Citrus from Vana Tulsi, Spicy tone from Krishna Tulsi and Calming depth from Rama Tulsi) Organic India offers caffeine-free Original Tulsi Tea, which is stress relieving and rejuvenating. One of your friends explains you all these benefits of Tulsi Tea, and so you decide to purchase one. You visit a store and find a pack of Tulsi Tea by G.M.Tea Packers Pvt. Ltd. so you

buy it. Now what will happen? There will be a clash of expectation. You purchased it considering benefits of Holy Basil leaves but the one you have purchased is Dano or Patti or Kitli Special tea; no tulsi leaves as an ingredient. Higher chances, you will develop a negative impression about the latter brand, the one you have purchased. This happens because at-large Tulsi Tea is understood as a product having Holy Basil as an ingredient rather than a brand name.

So when an ingredient is an important factor in decision making; in those cases, you must avoid a brand name which would easily get associated with that product category.

Demonstrate Your Key Feature Visually



safety is there. That's it. If you are really looking for safety solutions, this will lead you to notice it peacefully and read the small body copy of ad. There you will learn Kich Digital Safes can be opened with a secret password of 3 to 8 digit, three consecutive wrong inputs inactivate key pad for 5 minutes and heavy-duty steel and advance chip set is used for high end security of your valuables.

So, next time when you have some important feature to communicate, try to think, can it be communicated with a visual which can really make the difference.

Share your views with us!

How do you communicate key feature of your product? Try to use visual for the same. Yes, visual helps in many ways such as easy to communicate and easy to recall.

Recently we, at Spotlight Communication, have launched Digital Safes by Kich, a new addition in product range of Kich Architectural Products Pvt. Ltd. Rather than talking much about the product in details we have focused more on visuals. The first question was how to show safety visually? After a small research, we could understand images of Army men, Dog Squad, Motor Bike Police, etc. is considered as a synonym of safety and security by the target audience. We have played with that factor in designing of this ad. At a first glance majority of audience understands something related to

Perceived leader is always a winner

Most of us would have studied on typical blackboards of school. We would have read textbook and practice books. Undoubtedly, at some point in our schooling days, we would have used educational syllabus based supplementary books such as Navneet's Guide (Digest), Workbooks or 21 most likely question sets. However, in recent past these blackboards and textbooks have undergone a radical change.

Now classes are turning digital. School teachers show various videos and animations to their students to explain subject content. So who would lead this digital race in an education sector?

Short answer, the brand which gets succeeded in generating a perception of leadership inside the minds of target audience would surely lead the race.



Knowledge is wealth

Navneet Education Limited understood this very well. While printed syllabus based supplementary books have their own importance, digital textbook material would be an enhanced way to explain the content. So, Navneet took an absolutely right branding way by creating eSense Learning Pvt. Ltd., a digital education subsidiary of Navneet Publications. Under this new venture, they launched brand TOP SCORER. This brand TOP SCORER offers online smart learning packs for Grade 1 to 10

students in CBSE, GSEB and MSEB. Here students can buy complete study pack or selected chapters as per their wish. This total material is having 'audio word by word as per the textbooks' and further they are supported with 2D and 3D animations. There is a facility to take test, check results and detailed analytics in every respect, for example, a student would know where he or she is standing in the entire state!

TOP Scorer

In my opinion, in terms of product offerings, TOP SCORER happens to be the finest in all available options of digital study material. Now, the brand will require establishing their leadership in digital study material the way their parent company Navneet Education Limited did in print segment. For that, TOP SCORER would require communicating their differentiation very clearly and with more frequency to the target audience. At this point, TOP SCORER can take the highest advantage of their fantastic differentiation 'Audio word by word as per the textbooks' as in a long run this may not be an exclusive advantage. For easy acceptability of product, TOP SCORER would require students and their parents to believe by using this product; study concepts will be clearer and results will improve significantly. Nevertheless, such claims are believable only when being communicated by a leader.

So TOP SCORER needs to emerge as perceived leader in this segment, and I see all the possibilities of that thing happening.

Still, best of luck to TOP SCORER. For more details on this product visit <https://www.topscorer.com>

How long you should continue with same visual or same treatment?

As a marketer or advertiser, do you keep on changing your brand visual or visual treatment frequently? If yes, you must rethink!

It would be great if a brand is able to possess a particular word inside the mind of a target audience. Well, there can be many ways to reach such a situation but the most effective means can be visual or visual treatment.

What comes first to your mind when you think of Marlboro Cigarettes? Cowboy, right! Why this happens? As this brand has never deviated from visual of a cowboy, we associate all attributes of cowboy with Marlboro. All advertisements, posters and packaging were prepared with an image of cowboy. Only placing the same visual everywhere is not enough. Sticking to that strategy is of prime importance. While Marlboro Man was conceived in 1954 by Leo Burnett it was used until 1999. A visual of Cowboy was used for 45 years! Due to this, even today, when Marlboro Man is considered as an icon of past it easily steps to the top when it comes to the matter of recall. Practically, Marlboro Cigarettes possessed the word cowboy inside the mind of target audience.



Do you recall beauty soap TV Commercial, where a married woman with a child is mistakenly considered as a college girl? Yes, I am talking about Santoor beauty soap. As long as I assume, you would be able to recall some

variation of this ad with change of ambience and models but visual treatment would be the same, mistaken identity as a college girl. Early ad on Doordarshan in which model goes to buy bangle to recent ad creation with Saif Ali Khan, these series of ads could establish a connection between younger-looking skin attribute and the brand Santoor. As they have hardly deviated from this treatment, Santoor succeeded in taking possession of the word 'younger-looking skin' which accurately defines their differentiating point.



While other aspects of branding and advertising are important, use of visual should top the list. As your target audience is going to look at the visual, they will remember the visual and visuals will inspire them so, as long as possible, try to use the same visual or visual treatment for the longest possible duration of time. You will experience the positive results in sales figure.

I advise, think twice or thrice before changing core visual or treatment of your brand.

Should PR precede advertisement?

My opinion yes, PR must precede the ads. If you are launching a new product or service or enhancing an existing product or service with new and important features; public relation activity must be considered as an ideal starting point of a marketing plan.



Your dream of having superhuman-like-body can now come true with three special fitness programs



Are you the one who is aiming beyond a well-built body? Are you the one who wants to build an ultra-muscular body? Just like an extraordinary human, a Spartan, a superhero. If you are the one who has similar dream then you must visit this place called Life Fitness Point, one and only page-3 style gym of Ahmedabad. Its aesthetic ambience, boasting with lots of fitness aspirants, makes it the most happening gym of Ahmedabad. It has all modern equipment and amenities, and certified trainers to place it in an advance category. These branches in just one year and whopping 16,000 satisfied customers so far inspired us to explore more about Life Fitness Point and its three customized programs of body building such as Spartan Workout, Superhuman Workout and HIIT Training. These profound programs can help you have an ultra-muscular body, just like a superhuman.

Spartan Workout
In the form of Spartan Workout, Life Fitness Point helps you have a body as solid as a Spartan. It is a bodyweight based program with the exclusive focus on strength and tone of the body. It emphasizes on full body workouts for acquiring maximum body strength and building functional muscles. It also includes extensive abdominal routines for a natural body armour, and balance and coordination training for additional agility and a fight-ready body. The program is designed to build the powerful but graceful body of a Spartan. Spartan workout is done in a game-set fashion. That is to say, you go from one exercise, to the next, with little to no rest in between. However, if you cannot complete the desired number of reps for each exercise, you are permitted to rest/pause, until you complete all reps before moving on to the next station.

Superhuman Workout
Superhuman Workout helps you have a body same as your favourite superhero, be it Superman, Ironman, Thor or our own superhero Kishi. Superhuman Bodyweight Workouts are total body routine. The focus of these workouts is on circuit training that works on your whole body. The prime focus is on working your body with different bodyweight exercises. The faster you do them, the better results you'll get. By doing different superhero bodyweight workouts, you can avoid the same repetitive gym routine every day.

High Intensity Interval Training (HIIT)
HIIT has been one of the hottest fitness trends in the year 2015. It is widely acknowledged to be the single most advantageous form of exercise for a wide range of fitness goals. HIIT consists of short, intense bursts of exercise with either active recovery (like less intense exercise) or complete rest in between. Cardio workouts and strength routines both can get your heart pumping and fire up your metabolism. Every HIIT routine in this program is meant to push you out of your comfort zone, force your system to adapt and do it fast shedding all of extra weight that is holding you back. When compared side by side to other forms of cardiovascular training, HIIT repeatedly comes out on top. Not only that, but it does so in a fraction of the time when compared to continuous cardio training or steady state cardio. With HIIT, you will achieve superior gains over other forms of training.



"Life Fitness Point has completed four successful years in this month itself. On this special occasion, we have introduced three special fitness programs exclusively designed to help our customers build an ultra-muscular body. All three programs are absolutely free for all the gym members. Being scientific, these programs ensure specific results."
- Mr. Alpesh Shah, Director at Life Fitness Point.

ISO:9001 Certified Gym

Unless you are in advertising and marketing field, you would not pay any special attention to print or electronic ads. Rather it's an intrusion to your activity of reading a magazine or watching a TV show. As a non-marketing guy, a person may wait for a morning newspaper or may tune the news channel before few minutes of news at 9 but would not be that eager to watch an advertisement. Any content finding its way to this news gains preference over the advertisements. News adds a dimension of authenticity. You are more likely to believe a piece of information, if it appeared in some kind of news medium, compared to an ad in the same medium.

If a product or service is a new entry to the market, PR will help in putting your message and brand inside the mind of your target audience. Further, such news items have a better potential to get shared by the target audience. Suppose, you are reading a newspaper article titled as 'Protect your mobile even when it falls in a swimming pool' chances are you would share that link or news clip with some of your friends and family members, which have faced such a situation. On the receiving end concerned person will take it seriously. So when your brand becomes a part of news, it automatically gains positive perception and it also becomes memorable.

Rather than releasing a newspaper ad, for Life Fitness Point, we released an article, as an impact feature. For most of the reader, it became a news item about having super human-like body. This article thoroughly described Spartan Workout, Superhuman Workout and High Intensity Interval Training programs. 11 faces used in a main image are real people who are trainer for body build program at Life Fitness Point. As these were identifiable people, it just added to the authenticity factor. All in all, people read the content and trusted the content. This way Life Fitness Point stays in the mind of a reader for a longer duration with precise differentiation.

Now, when Life Fitness Point takes a route of advertisement in print or outdoor or any other media, they will get a better response, as positive perception already exists inside the mind of the target audience. In this case, ad would be able to take the target audience to next step interest or action as awareness is already handled by PR.

So start your marketing plan with PR.

Is a good brief reason of good work?

Yes, no doubt about that. You dig a little in any good communication piece and soon you will know there was a good brief, a clear brief from the client. But that is only one side of the coin; the other side is equally important, how agency worked on that particular brief.



**More Colours
More Freedom**

Colours play an extremely important role in our life. Colours have deep effects on our mind, attitude, perception and preference. Even it provides us with valuable insights of various personality traits. Being an architect or interior designer you have a great advantage of understanding colours & its impact on human behavior. Piccolo just enhances those possibilities of expressions and renders valuable advantage of freedom of colours. To discover the world of colours, visit : www.piccolomosaic.in

Piccolo Porcelain Mosaic offers 700 choices (70 colours, 5 sizes and 2 looks - silk & velvet) with added advantage of modularity, customization, perception of bigger space, compatibility and safety.

piccolo
small is BIG
Porcelain Mosaic

Piccolo Mosaic Ltd.
In collaboration with Smalto e Creta S.r.l., Italy
piccolo@italiagroup.in

Glass Mosaics | Porcelain Mosaics | Porcelain Tiles | Ceramic Tiles | Glass Bricks | Engineered Wood Floorings | www.italiagroup.in

The level of clarity in brief, most of the time gets reflected in the work. But, still from no brief to ambiguous brief incidences keep on surfacing. I believe, when a client shares a clear brief and agency acts on that brief, the resulting work would be very impactful. In another way, this justifies famous words of David Ogilvy, 'Clients get advertising they deserve'.

Majority of those, who are responsible to give brief understand the importance of clarity in brief. But when Spotlight Communication was

working with Italia Group, I found Mr. Nandan Deshpande (then brand manager) was exceptionally good in giving a clear brief. His brief for creative always intended to result in a piece of communication, which can connect the target audience in a correct sense. While working on Piccolo Porcelain Mosaic, Mr. Nandan briefed our agency for one campaign targeted to architects and Interior designers. He was clear; Architects and Interior Designers always need freedom in creation. We have 70 colours, 5 sizes and 2 looks in Piccolo Porcelain Mosaic. Essentially we offer a wide choice. If the campaign can connect this freedom with choice of colours we can expect a good result. It was a crystal clear brief.

Now, that was our turn to come out with a creation which stays true to the brief. We proposed a campaign with a line 'More Colours More Freedom'. In this campaign all creatives were developed in black-white treatment, except the colour in core visual. Visuals were selected, which are normally seen in black-white e.g. Penguin. We changed the white part of Penguin with various colours and associated it with the headline More Colours More Freedom! This solution stayed on brief and worked for the client. I must say such an effective campaign would have not been realized without a clear brief by Mr. Nandan Deshpande.

So, if you are in a position to give brief, be damn clear in your brief. If you are expected to work on a brief, justify the brief in totality.



**More Colours
More Freedom**

**More Colours
More Freedom**

**More Colours
More Freedom**

piccolo
small is BIG
Porcelain Mosaic

Piccolo Mosaic Ltd.
In collaboration with Smalto e Creta S.r.l., Italy
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It's shockvertising!

Broadly, an element of shock helps in differentiating your communication. In major cases, it also makes the communication more memorable and grabs immediate attention. But shock is not an easy element to deal with.

If shock is a dominating factor in your advertising than your ads can fall in shock advertising or shockvertising category. By definition it means, 'deliberately, rather than inadvertently, startles and offends its audience by violating norms for social values and personal ideals'. So, if an ad disregards a tradition, intentionally challenges social or moral code, displays images or words that are horrifying, terrifying, or repulsive it should be seen as shock advertisement.



Heavy use of shockvertising is observed in public policy, service, health and cause segments. Here ads are designed to grab attention and create a buzz so awareness of a particular issue becomes a point of focus and it can cut through the clutter of messages. One such public issue is noise pollution resulting from ever increasing vehicle traffic and excessive honking. To address this issue, somewhere in May 2015, 93.5 Red FM in association with the Mumbai Traffic Police

launched a campaign 'Don't be horny'. Under this initiative Radio Jockeys (RJs) from Red FM talked and discussed various aspects of noise pollution, especially the problem of honking on Mumbai streets with all the listeners, traffic authorities and doctors. In the month of June 2015, Lions Club Thane in association with Thane Traffic Police replicated the same campaign in Thane. Towards the end of 2015, Ahmedabad witnessed many pole kiosks with message 'DON'T BE HORNY'.

Good initiative! But I am sure this headline must have put many parents and elder members of family in an awkward situation, when being asked by their kids, what is horny? Primarily horny is used for its vulgar meaning of feeling great sexual desire. In no way, it means to make a loud noise using vehicle horn or excessive use of horn or a person who uses a horn beyond a reasonable limit.

Further, perceptual defense becomes of prime importance here. Perceptual defense is the tendency for people to protect themselves against ideas, objects or situations that are threatening or disturbing. This means, if a consumer finds a certain kind of advertising content threatening or disturbing, that message will be filtered out. In many cases, an acronym of French Connection United Kingdom - FCUK is observed as offensive or disturbing; the same way horny might be considered as disturbing by many. For this reason the message 'don't be horny' may get filtered out.

Therefore, be extra conscious, if your communication contains an element of shock. Also don't use shockvertising too frequently considering its long-term effect on brand.

In Marketing, Perception is Everything

We experience the world around us with one or more of the five senses, which includes touch, sight, sound, taste and smell. Through these sensory experiences we gain knowledge of various elements in our environment and at the same time those experiences also help in deciding on response action. Essentially, these experiences build perception and we act on those perceptions. So, for a marketer these perceptions are of prime importance.

Let's explore perception of three brands of soap. Dettol, this brand of Reckitt Benckiser is mostly used to clean and protect your skin from germs. Unilever's Lifebuoy also stands on the same attribute of advance germ protection. On the other hand Wipro's Santoor brand is focused on younger looking skin with its sandalwood and turmeric ingredients.



So, as a customer when we start using Dettol or Lifebuoy soap we develop an experience on the parameter of germ protection, but when we use Santoor soap our experience remains focused on younger looking skin. If this experience is good customer would continue with the brand and if the experience is bad the brand will be no more in consideration of future buying.

Now, all these brands have extended into the segment of hand wash. So let's first understand

why hand wash is important? Washing hands with soap and clean water is of critical importance to avoid getting sick and spreading germs to others. Especially washing hands before any meal is extremely necessary in India, because at least to eat roti it is necessary to touch it by hands. This is exact moment when a germ can enter your body and chances of getting sick get increased.



Now, based on a perception, which brand of hand wash you would buy? Obviously the one which kills germs, right! It can be Dettol Hand Wash or Lifebuoy Hand Wash or any other brand which you think can give you germ-free skin. But the probability of using a brand of hand wash, which promises you younger-looking skin, is extremely thin. Though the brand has not been extended in a too distant segment, I still doubt on the acceptability. A product can enter a house due to promotional benefits, but they are short term. I am no astrologer to predict a future of any brand, but broadly based on perception, I can say the brand which holds a strong perception of Germ Protection or Germ Killing will get succeeded. Let's wait and watch what happens in a long run!

Remember, create a strong perception about an attribute in your marketing and do not extend such a brand in a segment where that attribute is not making practical sense.

The critical decision in marketing, line-extension or new brand launch

When a marketer of a successful brand is having an opportunity to enter a new category, this question comes to surface whether to extend the brand in new category or to introduce a new brand? Decision is not easy!



In such a scenario, normally logic comes out as a winner and not the practical thinking. Logic says, 'our x brand name is very well-known and is trusted by a huge customer group. So it will be very easy to have acceptance of new product under the same name. Further, we will save on cost of promotion as we would be promoting only single name'. As I mentioned, logically absolutely correct! But marketing is neither that logical nor that simple. Let's understand it with a practical example.

Kashtabhanjan Food and Beverages LLP is the owner of brand 'Limbu'. Under the brand-name company was selling soft drink. Gradually, they introduced Thick Shake and Ice Cream under the same name Limbu. Why under the same name? Logic, Limbu brand is popular, available at around 45 franchisee outlet and no need for separate budget of promotion. But marketing is not that simple, so we had a tough time to convince all partners of company that customer of soft drink and customer of ice cream is different. You buy soft drink products, mostly to

assist in digestion whereas ice cream for taste. Now it was easy to see; the target audience was expecting a totally different benefit from the same name. Further, Limbu Ice Cream as such was misleading. The first-time user might buy it under the influence that the product is a creation with Limbu (Lemon) as an ingredient.

So under the guidance of Spotlight Communication finally client agreed to launch new brand, Livosty. Today, a wide range of Juicy, Dolly, Chocobar, Kulfi, and Cone is available under the brand-name Livosty. Limbu continues to serve as a soft drink outlet with its franchisee model. Now, the company is able to take advantage at both the fronts.



Remember, if there is no synergy in expectations from two different categories, kill the logic. Go with practical approach and launch a new brand.

Marketing lesson in RSS' move from shorts to trousers

In their three-day annual meeting of Akhil Bharatiya Pratinidhi Sabha, the highest decision-making body of the RSS (The Rashtriya Swayamsevak Sangh), decision is taken to phase out their traditional Khakhi shorts. Now, Swayamsevak will wear wood brown/coffee colour trousers. The core reason presented for this change is to remain in tune with the time and trend. This decision also reflects that RSS is very democratic and accepts changes.

Whatever the reason may be, let's we focus on the marketing aspect of this development. Take a simplest form of exercise, what comes to your mind when you think of RSS? Khakhi Shorts or popularly known 'Khakhi Chaddi' would be the answer from most of the people. Whether anyone agrees or not, but these Khakhi Shorts are inseparable visual of RSS. It has stayed with RSS for last 91 years! Till 1940, the uniform of the RSS was all khakhi, both shirt and shorts. The khakhi shirt was replaced with white shirts and then the leather shoes replaced with long boots in 1973. In 2010, RSS replaced the leather belt with ordinary belt. That means the only unchanged element is 'Khakhi Chaddi'.



Now try to think about other organizations with Khakhi Shorts. Hardly anybody would be able to recall another organization or institute, right? That means Khakhi Shorts are uniquely identified with RSS. It acts as a visual hammer for RSS. From marketing point of view, if the target audience can identify a brand with a particular visual, that brand would enjoy high mindshare and top of the mind recall. If you see someone dressed in White Shirt and Khakhi Short it may induce you to ask, 'Hey, are you visiting any RSS Shakha? Likewise, this unique association has worked for millions of people in identifying Swayamsevak of RSS.

Now, imagine a scenario down the line six-month hereafter when around 50,000 villages, towns and cities of India have absorbed this change of Khakhi Shorts. Then, a person is passing by you in white shirt and wood brown/coffee colour trouser. Will he or precisely his uniform, inspire you to think of association with RSS? There is hardly any possibility. Because trousers are common in life, shades of wood brown or coffee are equally common. And normally, we do not notice common things. We are attracted to unique. We tend to remember the different one and Khakhi Shorts are different.

Here is the lesson. If your brand is identified with a unique visual or with a particular colour, think hundred times before changing them. The moment you change such unique visual or colour; brand loses its unique identity as well. This loss affects brand recall and ultimately sells register in a long run. Let's wait and watch what happens with RSS decision?

Let's talk about your branding requirements?



Whether you are planning to launch a brand or you are already an established brand, we can help you reach the next level. We can play an active role to achieve your marketing objectives of introducing a brand, creating awareness of a brand, generating interest for your brand, trial of your brand products and repeat purchase of your products.

We can assist you to know whether you have too many brands or not? Do you need to change any of your brand names? Do you need to launch a new brand? Who is the competition and what can you do about them? What can be done about the internet? etc.

Our team can produce exceptionally effective solutions for your brand. Let's meet and discuss how we can play an active role in growth of your brand.

Spotlight Communication

B-707, wallstreet-2, Near Gujarat College
Railway Crossing, Ellis Bridge, Off Ashram
Road, Ahmedabad - 380006, Gujarat (India).
Call: 079-3002 2324
E-mail: kirit@spotlightcommunication.co.in

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