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Role of Creativity in Copywriting

“If you are not busy meeting competition you are creating it”

*To attract the attention of the customer innovation and creativity is a must.
The advertisement should bring out something new and unique so that it can be differentiated.*

Role of Creativity in Copywriting

Creativity is the use of imagination or original ideas in order to create something. It is also an Art. The advertisement must be creative, innovative and must have something unique and special about it. It should also be appealing and credible. The creation of an advertising message commences with the overall marketing and advertising goals and also with the objectives of the advertising campaign.

Vimal sarees made by Reliance Textiles Ltd. came out with the slogan.

“A woman expresses herself in many ways and Vimal is one of them.”

It brings the association of a sari with the Indian tradition of women.

Purchase Proposition

The first step in creative strategy is the purchase proposition. What are you offering the consumer, is not only the product, but the brand as well as the appeal! Less differentiated products like Cherry Blossom Boot Polish and Kiwi Boot Polish use different approaches.

Cherry Blossom: “Did you cherry blossom your shoes today.”

The ad shows an attractive girl and the can of polish with the announcement something special is coming your way, whereas the kiwi stress on ‘Kiwi care’.

Unique selling proposition (USP): This was developed by Rosser Reeves at Ted Bates Company in 1940s. By USP, we mean that the advertisement must make a proposition to the consumer. The advertisements should say to the consumer “Buy this product for these specific benefits” “closeup is for close ups”, “Boost is the secret of my energy etc. another U.S.P. for Lime and Lemon drink is “the taste that tingles” for Promise tooth paste. It is the “clove oil” that is the selling proposition.

Positioning

Positioning is done in the minds of the consumer. How a consumer perceives the product. It can be positioned on the plank of economy *i.e.*, Rasna and these products are low in price. Rin Soya Milk is positioned as a health drink with low cholesterol, Amul powder is a substitute for milk.

Limca is a thirst quenching soft drink.



The Ad shows the purchase proposition

Caring that goes deeper than what you can see...

KiwiCare

KIWI
BLACK
SHOE POLISH

If a shoe is all you're looking for, any shoe polish will do. We're talking about what happens underneath the shine—the care that's necessary to prevent the leather from aging, hardening or cracking.

This is KIWI care.
KIWI is made of rich waxes—natural and synthetic—and dyes. As you brush

your shoes with KIWI, you'll notice a "deep shine" coming through because it works more than surface deep. The waxes sink through and nourish the leather to pliant softness.

Making things comfortable, inside the shoes as well as working up a shine outside.

What's more, the "deep shine" we're talking about isn't affected by water or dirt or a little roughing up. A minute's light brushing brings back the shine. You'll soon see what KIWI care is all about.

It's life for the leather and shine for your shoes.

KIWI Shining life into your shoes. **KIWI** Product

Fig. 8.1

2 minutes noodles is positioned on the ease of cooking, and Oberoi Hotel on luxury and exclusiveness.

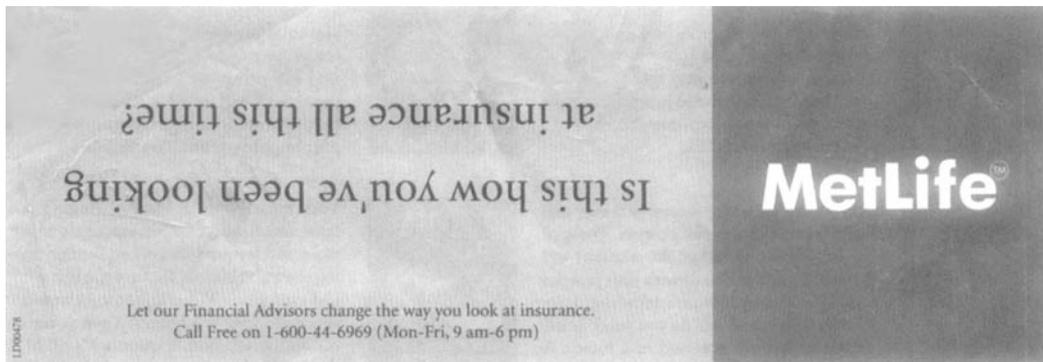
A product can be positioned for children, for fun loving youth, for convenience, for uniqueness, for distinctiveness, for novelty for usage etc. Advertising helps in positioning the product. David Ogilvy, the most famous Ad man, emphasised that for the successful campaign the product must first be positioned before the message is written and created. Some products are repositioned to achieve greater sales. Femina, the magazine for women was repositioned to add articles and making it a magazine both for woman and men.

Vicks Voporub was first positioned as a remedy for the common cold through the application on chest and neck. This was again repositioned for a wider usage as a pain reliever. Positioning can be done in term of price, product, advertising etc.

Ad of Mountain Dew putting the hand in the tiger's mouth and taking out the drink. Another ad of the same product Mountain Dew is a man fighting with the Mountain deer to snatch the drink. This is the creativity in the ad and ads value to the drink.

In a creative approach we must give importance to the *message*, choice of words and the relationship of copy to the media.

Graphics or pictures bring the effect, the thrill, the interest, the curiosity to the Ad. Execution and use of technology and requirements of logo, and slogans give more impact and force to the advertisement.



An example of creativity

Fig. 8.2

For creativity in Ads the following *principles* should be followed:

1. Positioning of the product with clarity.
2. It should project and show the benefits of the product.
3. It should have a power idea. Power to attract attention.
4. It must be different to catch the eye and hold the attention of the audience. Differentiation is important.
5. It should revolve round a single thing, a big thing and a big idea.
6. The ad should reward the prospect and give him pleasure, a smile, a tear or a stimulus to see it again and again.
7. It should catch or hold the attention of the audience.

8. It should match with the personality of the prospect.
9. It should be supplemented by music, visuals lighting and other effects.
10. It should be able to dramatize the audience.

By strategy we mean to use the principles of marketing, to go to, from where we are to where we want to be.

While formulating a strategy a marketer must understand:

- What position do we have in the prospects mind ? Taking the market into consideration and not the perception of the executives or managers.
- What position do we want to be in ?
- What companies are to be surpassed or out done for attaining that position.
- Do we have sufficient funds for the same.
- Can we stick to our positioning strategy.
- Our creative approach should match our strategy.

We can position the ad by the following methods:

- (a) By identifying the corporate names of big companies which have a tried and tested reputation *i.e.*, name like Sieko, Godrej, Honda, Toyota etc.
- (b) Positioning by brand endorsement. For line extensions power brands can be used. Nike has little problem in line extension or diversification. The power of brands, and the power of company can endorse many product.
- (c) Position by use, occasion and time which by use occasion is meant; the jewellery and fancy garments are used for marriage occasions or parties or for elite gatherings. The use of fair and lovely for better complexion. The use of aspirin for headaches. The use of 7 O’Clock blades for shaving. The use of Jeep on rough Track. By time we mean what time of the year month week etc. Clothings are used for winter, summer morning night etc. The use of Cornflakes and porridge at breakfast time etc.
- (d) Positioning by price/quality. The quality of the product should be good it should be given first preference and price can be second. The high quality product can also offered at a competitive and reasonable price.
- (e) Positioning by product attributes and benefits: The benefits of the product must be highlighted. There can be multiple benefits of the product. The salient features must be identified *e.g.*, mobile phones—ease of contact. Anywhere everywhere on earth.



Fig. 8.3

- (f) Positioning by product user: Positioning a product by associating with a group of users or a particular user *e.g.*, Golfers for Golf equipment. Sports persons for energy drinks (Boost, Ovaltine etc.).
- (g) Positioning by competitor: An effective positioning strategy for a product or a brand may focus on specific competitors. British Airways provides greater comfort and prestige value.

BE > THINK > INNOVATE >

Reliability

The Grundfos CR is second best only to nature

The Grundfos CR is perfected to be more reliable than any multistage centrifugal pump ever made. Through decades, we have improved the performance of the CR pumps in order to match the challenges of modern industry. We innovated it for 30 years, but when it comes to reliability, the Grundfos CR pump is still only second best to nature.

INNOVATION INSIDE

GRUNDFOS 
BE > THINK > INNOVATE >

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Fig. 8.4

Repositioning

Example Milk Maid use extended from tea and coffee to sweet meals and general usage. A product can also be under-positioned and over-positioned. These can be confused positioning or doubtful positioning.

Repositioning of the product is required in case of declining sales. It can also be repositioned to take advantage of new opportunities in the market. Repositioning is done to show the improvement in quality and to target the product to another target market. While positioning the product some positioning error may occur. These are:

Under positioning: When the buyers only have a vague idea of the brand and consider it as just another “Me too” product. The brand does not have a distinctive association.

Over positioning: In this the buyers have only a narrow image of the brand. They may think that the product is available only at a high price when it is available in lower price as well which may not be known to the consumers *e.g.*, OPEL is an expensive car but Opel Corsa is positioned at a much lower price for the middle-income group etc.

Confused positioning: Sometimes the brand is positioned a number of times for different market or on different planks. By this the consumer gets confused and this is known as confused positioning.

Doubtful positioning: The customer sometimes may not have credibility on the advertised product when the claims made are difficult to believe keeping in mind the price, quality or the performance, *e.g.*, Kinetic Honda was advertised at giving 55 km. per litre. In reality it could not give more than 40 km. per litre.

Therefore, positioning is a very important aspect of market strategy and advertising strategy. It must be done with care keeping in mind the quality, the performance the usage and other factors discussed in the chapter.

Questions

1. What do you understand by creative strategy in advertising ?
2. Explain position and repositioning of advertising.