Chapter - VI

ROLE OF INNOVATIVE ADVERTISING ON VARIOUS AD MEDIA VEHICLES

John Emmmerling defines innovation as “creativity with a job to do”. Innovation\(^1\) is not just limited to product development or new technology, promotional tools and strategies are equally innovative as they experiment big time to come up with novel ways to communicate. The advertiser wants to spend his money on exemplary advertising both in terms of communication and return on investment. Search for this combination is encouraging the advertising industry to respond with new creative and media execution forms.

Premjit Sodhi, Chief Planning Officer (2009)\(^2\) pointed out that “…the biggest challenge in advertising today is to break through clutter and stand out” communicating the challenges facing the advertising industry today.

Broitman\(^3\) puts forward three key concepts in innovative advertising: Platform Thinking, Brand Utility and Participatory Culture.

6.1 INNOVATIONS IN MEDIA EXECUTIONS

Innovative advertising on various media vehicles finds its roots in Marshall McLuhan’s medium theory\(^4\). PWC, 2007 report\(^5\) showed that media size and penetration grew considerably. In 2007 the size of print media was 10,900 crore

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1 Innovation is the development of new customer value through solutions that meet new needs, unarticulated needs, or old customer and market needs in new ways. Innovation differs from invention in that innovation refers to the use of a better and, as a result, novel idea or method, whereas invention refers more directly to the creation of the idea or method itself. HTML version of the file [http://en.wikipedia.org/wiki/Innovation](http://en.wikipedia.org/wiki/Innovation)

2 Source: Interviews, www.agencyfaqs.com

3 Broitman Adam, 16th March 2010, The 3 pillars of advertising innovation HTML version of the file [http://www.imediaconnection.com/content/26189.asp](http://www.imediaconnection.com/content/26189.asp)


expected to grow upto 19,500 crore in 2010, wherein media penetration is 25% and 46% in all over the country and urban India respectively. In the case of TV, the aggregate size is 14,800 with a projected size of 42,700 crore. The penetration of cable and satellite television is 46% in urban India compared to 20% across the country. Radio, Cinema and Internet are also expanding in size with all of them expected to cross the 1000 cr mark by 2010.

6.1.1 Innovative Advertising In Above The Line Media

According to the Business Dictionary, Above the Line (ATL) is advertising used to characterize press, radio and television advertising that earns a commission for the advertising agency, that contracts the advertising space and broadcast time on behalf of the client.

Print advertising is passing through a phase of innovations both in content and media executions. In the newspapers, new options for advertising and promotion are being seen. Innovative advertising by Volkwagon\(^6\) and Bru\(^7\) have given sound and smell to the print medium. Various other forms are being done on a regular basis. Most noticeable are the gatefold ads. Also called the jacket ads, they resemble a half open door, that is half or less than half the size of a full page ad is pasted on the front page, covering a part of the broadsheet or magazine. Its latest adaptation, double gatefold\(^8\) are also called the panoramic spreads. From peeping into the front page, innovations have led to a duplicate cover page carrying an advertisement on all the

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Leading newspapers, especially in the metropolitan cities are experimenting with all the available space, if not creating more space for advertising. **L-shaped and oval** layouts have continuously been explored by advertisers in India in the last decade. **Linked ads**, which start on a page as a pointer and conclude on another page, have emerged as a popular option for both national and retail advertisers. In the last few years, **Figured Outline** has also been used by many brands. 2007 saw repeated use of Figured Outline ads. Airtel Saal Dhamaal Dainik Bhaskar, Tomato 94.3 FM, Gillete Mach 3 Turbo were some of the brands that opted for these ads. Bisleri (2011) introduced its new mascot via figured outline ads. Not just in layouts, innovative forms emerged in terms of ad placement as well. **Insert** has become an intrinsic add-on to every edition and **stick-on** is serving as call out largely for the local products. Horizontal and vertical banner ads and strips in various shapes are increasing. The editorial support provided by both newspapers and magazines, not only allow innovations with words and pictures but also open up cornucopia of options for product trial, demonstration and appeasement of all sensory organs. **Cutouts, folded blowouts** let the advertiser announce, discuss, demonstrate and deliver messages for all product types.

Television is tailor made for advertising. It constantly experiments with not only the creative formats but also with the media choices available. From the conventional **television commercial** to current executions, television remains the

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11 A commercial advertisement on television is a span of television programming produced and paid for by an organization, which conveys a message, typically to market a product or
medium of most interest. Product Length Advertisements or the Infomercials continue to block the late night slots. They are an effective ad form for demonstrating products which need instruction, problem resolution and interaction. Most of these ads have interaction handlers to enable a dialogue with the advertiser, immediately. It negates the delayed feedback nature of mass media advertising. For the daytime, new forms are emerging to get presence for brands. However overuse of same type of television commercials can lead to inattention causing wear out in viewers. From Gone in 30 sec TVC’s, the new television ads are now 10-12 second spots responding to the challenge thrown by the growing ad rates. Lot of media adaptations are being done. TV spots can be inserted frequently and can be attached to any programme. They are small and deliver the creative message short and straight. **Product Placements** on television programmes have become a regular feature especially after the entry of reality television in India. These ads are embedded into the storyline of the television show without outlining its commercial intent. The role of product placements is making the brand impossible to miss. The promotional strategy has implicitly become a part of daily viewership. It marks brand presence to non ad watching audiences. Vodafone and Tang placed their products n BIGG BOSS whereas in Kaun Banega Crorepati, Cadbury ads were integrated with the content. To make advertising inescapable is important. **Pushbacks or L shaped** are an innovation in this category. Popularized by sponsors of the Cricket World Cup in 2003, 2007 and

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12 SankatSing Yadira, 2007, Implications of media fragmentation for the advertising industry with special attention to Philip’s account strategy of DDB, Thesis for Business Administration Master of Science (Unpublished) University of Twente. pp. 19

The ad appears along with the programme content, as the television is pushed back to create space (in an L-Shape) to air the advertisement. Various adaptations of this execution can now be seen in daily programming. The screen is squeezed from the bottom for a **bottom spread advert**. Registration of these ads is quite high because of repeated insertion and no disruption in programme due to commercial breaks. **Tickers** and **Bumpers** are too are popular executions on television, especially on 24 hours news channels (Cameron, Schleudar and Thorson, 1991 pp.669). This provides a clever media option to repeat the brand identity, name and address again and again. Similar tickers are seen on cable television displaying call to sale ads by local and regional advertisers.

**Episodic ads** in form of teasers are also broadcast are an innovative mix of creativity and media planning. Nissan Europe (2005)\(^{14}\) aired a 24 minute episodic ad. It was scheduled for one minute episodes beginning with a 15 sec, 6 spots of five seconds each with to be aired during the programme and final revealer of 15 sec at the end of the programme. The campaign was run three times on every Sunday. Similar executions were seen in Indian advertising as well. During World Cup 2003, the official sponsors, Pepsi aired *Main Kahan Hoon???...*,\(^ {15}\) an episodic (teaser) campaign featuring its international cricketing celebrity endorsers (Sachin Tendulkar, Shane Warne and Carl Hooper) to promote the mega sporting event.

Radio too, is being looked at with keen interest by both the advertisers and professionals within the ad agencies. FM\(^ {16}\) allowed the advertiser to rediscover this

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15 Watch the campaign on : http://www.youtube.com/watch?v=nLaTGgyN3As
16 There are 28 FM radio stations in India, http://en.wikipedia.org/wiki/List_of_FM_radio_stations_in_India
medium. **Brand associations** with specialized content have become a key option. New programming formats and increase in number of radio stations has given it a new phillip. Programmes on radio are becoming diverse and targeting specific demographic segments in an area. In 2008, Saffola showed its association with the World Heart Day through an innovative radio **roadblock**\(^\text{17}\) on six stations in Mumbai. Consequently, India now has exclusive awards Mirchi Kaan Awards felicitate creative and media innovations on radio. Its intimacy, interactivity and cost effectiveness has brought it back into the media mix, though it still is a supplementary medium for most products. The traditional **radio spot** continues to live, though now smaller in size.

Innovative advertising on OOH media have been most widely talked about. The very nature of the medium makes the changes more noticeable because of the magnified size. The traditional billboard has many variants now. **Mobile billboard** (transit advertising), **3-D bulletin structures** are the new outdoor ads. **Electronic blimps and neon lit hoardings**\(^\text{18}\) are common on highways and outside shopping malls. Various protrusions and appendages are used by these ads like cutouts etc. **Aerial ads** through balloons and **ambient ads** via brand characters and clowns are novel modes of targeting the ‘audience on the move’. More ads are found on the wheels now. **Metro rail** and other modes of personal and public transport have ads on their interiors and exteriors. Much bigger and display **calling cards** are ads stuck on marked space inside the moving vehicle whereas **spectacular displays** are press or audio visual ads on the side panes of the vehicle and **bus o’ rama** is now a **brand bus**, a dedicated vehicle as a brand property is promoting goods, services and events for e.g. Commonwealth Games 2010.

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17 Road blocking is a media scheduling strategy where the ad is telecast on many radio stations simultaneously, Arens, 2008, pp. 296
18 Source: [www.allaboutoohads.com](http://www.allaboutoohads.com)
Innovation, many times is born out of new knowledge\textsuperscript{19}. Communication technology based innovations are leading integrated brand promotion today. Spurgeon (2010) signaled the shift from mass media to new media of mass conversation. Digital interactive media is fast becoming the hub of innovations (Arens, pp.540). As new media is interactive, it shifts the balance of power from the producers to the consumers. This consumer empowerment is reflected in new media innovations. The ads are inclusive and not intrusive. New Internet Policy(1998) in India encouraged more domestic companies to provide internet services to spread the network. Earlier advertising on the web was limited to \textit{e-mail advertising, rich media ads or web pages, banners or buttons}, today the space for experimentation on the internet has widened. \textbf{Spam mails} are no longer a popular choice. \textbf{Pop ups} are abundant on all forms of internet based communication or interface. Commonly found on news websites etc. are \textbf{skyscrapers}, that is long vertical rectangular ads extending to more than \textfrac{3}{4} length of the page. \textbf{Tickers and scrolls} continuously run at the bottom as forms of reminder advertising. Besides sandwich ads, also known as \textbf{interstitials}, (ads that appear on the screen while you wait for your chosen web page to open), \textbf{superstitials} are also made. These advertisements cover the web page like a cellophane sheet or superimpose on the opened page till it is closed). \textbf{Viral ads} and mails are being done both for the brand websites and social networking sites. It is word of mouse advertising that propagates the encoded message in chain like manner through emails, videos etc. \textbf{brand websites} and \textbf{corporate weblogs} are new tools of promotion. Mobile advertising is its nascent stage in India. At the moment, it is in the form of SMS advertising, that is text /graphic ads sent to specific cellular subscribers.

\textsuperscript{19} Drucker Peter, 1998;The Discipline of Innovation, Harvard Business Review (Nov.-Dec.) pp.7
1.1.2 Innovative Advertising in Below The Line Media

According to the Business Dictionary, Below The Line (BTL) is advertising used to characterize promotional methods (such as catalog marketing, direct marketing, and trade fair marketing) that are under the direct control of the marketer (client) and earn no commission for the advertising agency.

Stand design, stall shapes and exhibition media in trade shows, where manufacturers, dealers, and buyers get together for social and commercial exchange (Arens, pp.596), has become a major factor in product promotion. Regular booths, canopies, aisle shaped, peninsular and L-shaped stalls are created by exhibitors for expositions, private exhibitions and trade fairs. Kiosks, display racks and signages are now audio visual and 3-D. There are new types of product collaterals like video brochures besides leaflets, pamphlets and catalogues in varying sizes and shapes. Special mementoes and souvenirs, called specialty advertising carry the identity of the brand on mugs, pens etc.

Most significant is the use of the cross media approach for innovative advertising in recent times. In this, one message is delivered through several communication channels as per media objectives. Television and web are combining their strengths especially by involving social media and user participation. Lot of these innovations is an outcome of technological advancement to reach existing and new target markets. Therefore, we see that for innovations, audience matters the most.

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