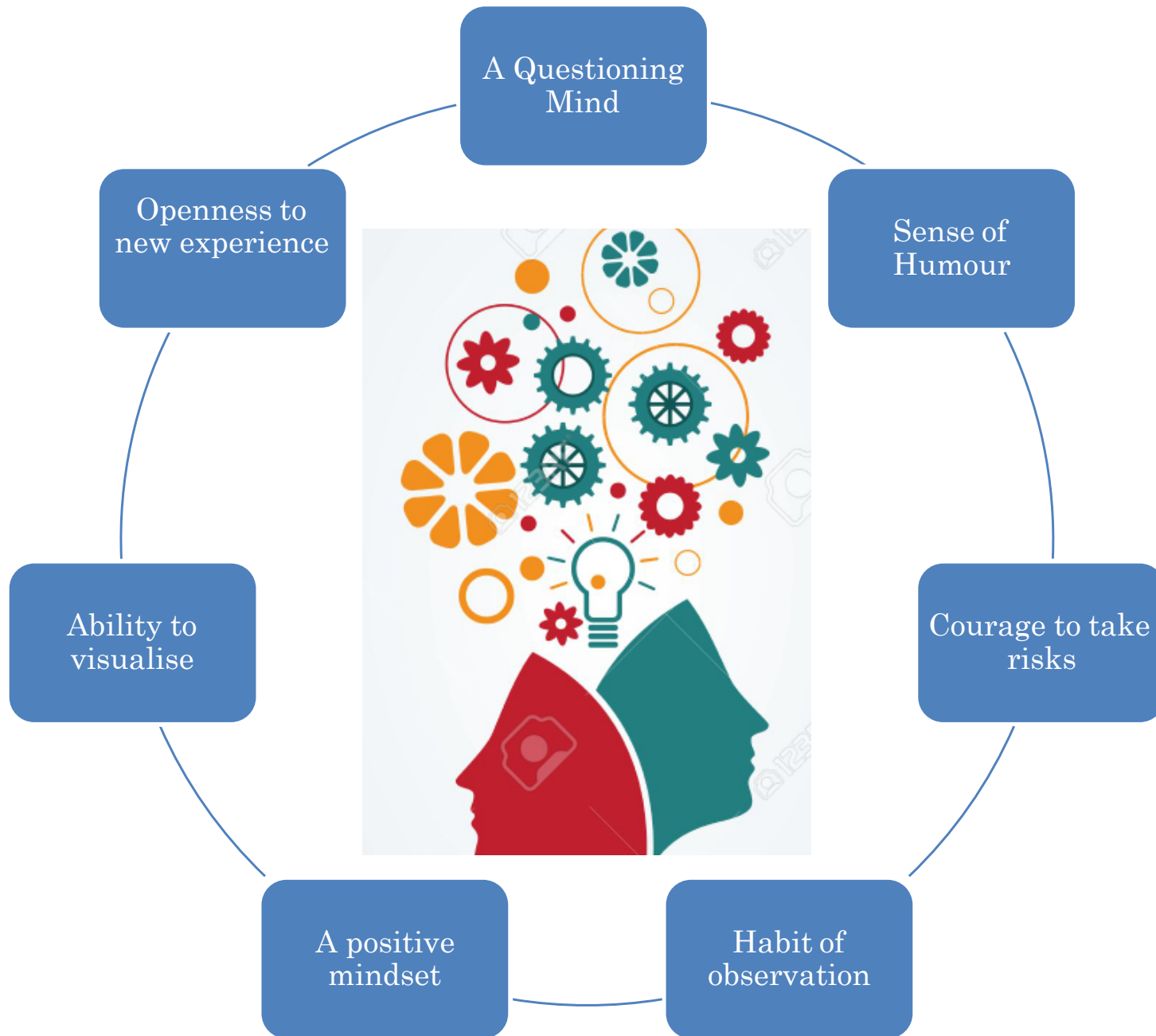




# Traits of Creative Mind

Dr. Parul Singhal



# Tips to Stimulate Creativity

1

• Meditate  
your  
problems

2

• Sleep  
thought  
your

3

• Nurture  
your  
hobbies  
• Take  
time

4

• Have  
any  
comp  
your  
h  
Wait





## Some variables for “big ideas”

- Strategy: tells you what to do? Vision/ mission/ customers/ message.
- Example: Air India Express
- Task: Give airline a decorous look
- Showcase India to the world using plane’s exterior as canvas.
- Mudra hoped this would portray AI as cultural ambassador to India.
- Distinctively Indian and contemporary look.
- Best Graphic Design Award for the designer.





**World Heritage Day**  
April 18

Proud to portray on our tails  
Indian Heritage Monuments  
across the seas & over the skies

A central graphic on a red background. It features a stylized tail fin shape divided into several sections, each containing a different Indian heritage monument. The text 'World Heritage Day April 18' and 'Proud to portray on our tails Indian Heritage Monuments across the seas & over the skies' is centered. The Air India Express logo is at the bottom left.

# Target audience

- Not a mere statistics (17, single, middle income , male)
- Think personality, lifestyle, behaviour,
- What they eat, watch, think, speak, wear, like?
- Dark, loves blue, independent, loves dogs, adventurous, social, loves movies
- Ex: Surf: Lalitaji campaign
- Execution: typical Indian housewife, value conscious, intelligent, vociferous, doesn't shy from fights, middle class, wearing a sari, has a kid.
- Persuasive power



Actual referent , a  
“typical “  
consumer”

“Bhai Sahab Surf ki  
Kharidari mein hi  
Samajhdari Hai”



<https://youtu.be/ALxiXkHxqCc>



# Product names & Definitions

- Create new names
- Yogurt- Go Gurt?
- Himalaya Ayurvedic Concepts- Dental Cream
- Livon silky potion/ Amul Ice cream
- Intrigue audience/ unique/ catchy Names/ product related



**DO YOU KNOW THE DIFFERENCE BETWEEN ICE CREAM AND FROZEN DESSERT?**

<p>✓ Ice Cream</p>  <p><b>Ice Creams are made from real fresh milk.</b></p> <ul style="list-style-type: none"><li>• Ice creams are rich in protein, calcium, dairy cream and vitamins.</li><li>• Ice creams are a complete food, easy to digest and full of energy.</li></ul>	<p>✗ Frozen Dessert</p>  <p><b>Frozen Desserts are generally made from vegetable oils/fats.</b></p> <ul style="list-style-type: none"><li>• Frozen desserts look like ice creams but are unable to give smooth taste and flavours that only ice creams made from fresh milk can give.</li></ul>
---	---

**Consumers pay attention: Many ice cream brands are offering frozen desserts, particularly in the various schemes offered by them.**

**LOOK FOR THE WORD 'ICE CREAM' BEFORE PURCHASING. ENJOY AMUL ICE CREAM MADE FROM REAL FRESH MILK.**

Issued in public interest by **Amul**

Gujrat Cooperative Milk Marketing Federation Limited, Anand 388 001. e-mail: [incomen@amul.com](mailto:incomen@amul.com) | website: [www.amul.com](http://www.amul.com)

# media

- Characteristics of media will be springboard for ideas.
- First think about right choice, don't get stuck thinking that the world is a 30 sec block/ vertical page
- Think of a unconventional media that could be used for promotion of product.
- Ex; Rexona Deo/ Biotique
- Levis sykes/ reliance life insurance? AIS glass Stronglass





split ends?  
Bataque

## for best results, use the street poles.



**Challenge**  
Although Bataque hair oil has been available in the Indian market for some years, there was very little awareness. Because of lean budgets, the brand was hardly advertised. The challenge was to come up with a low-cost idea that would catapult the brand to the top of the mind.

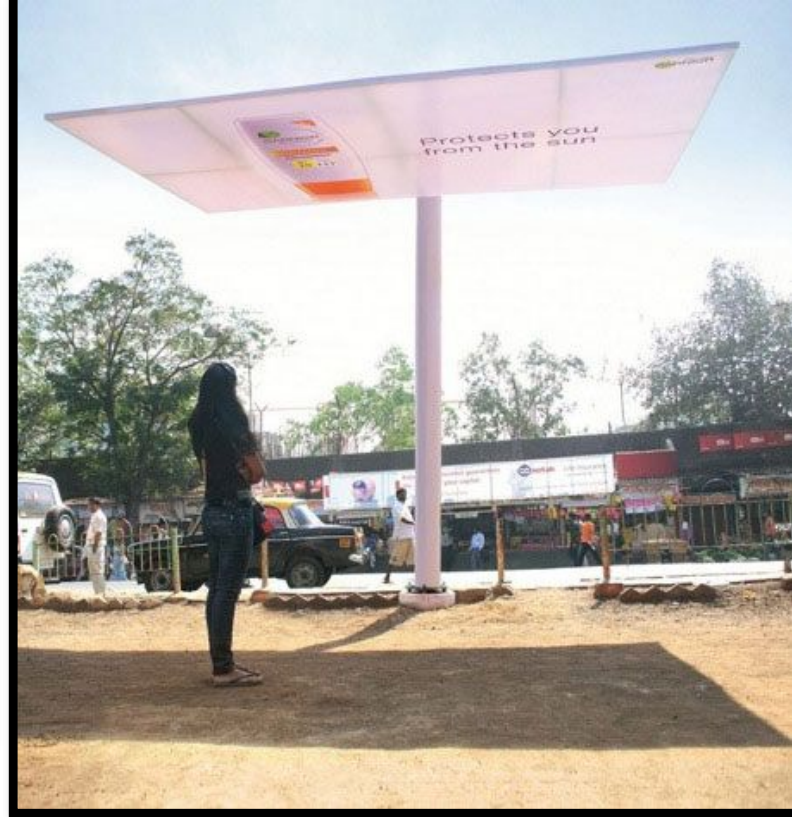
**Solution**  
India is full of street poles that have 'split ends'. Sanda Ich boards were put up on them to draw instant attention to the problem of hair split ends. The boards suggested Bataque hair oil as a solution.

**Effectiveness**  
High recall of Bataque hair oil as the best solution for split ends. A very satisfied and excited client. Likely to increase media spends.





Amazing creativity by KitKat 🙌



Pop up stores are a unique way to advertise and Adidas took it a step further with theirs. At the 2011 Primavera music festival in Barcelona, Spain, the company created an installation that looked like a giant Adidas shoe box!



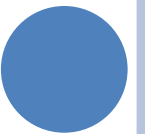
# Situation

- What situation will be when consumers will come across your ad
- What route the bus will take that advertises
- What would people be doing while watching Sony at 8:30 pm
- Where billboard will be placed
- Can spur creative ideas
- Ex: apartment scheme ad on billboard read-
- “If you were living here, you would be home”
- Radio ad broadcast in evening rush hr urged listeners to turn their cars towards a shopping mall to avail offers that closed that day.



# Current Affairs

- Quickly occupy people's minds and catch attention.
- Noteworthy news.
- Ex: Amul, Fevicol
- Communication fresh with new changing ads, it is expensive one not recommended if it is to be used for longer time.



# Martyrbhoomi!



# Pichai aur India ki Googlebandi!



**Amul**  
Invest in it!

# Red Zone, Orange Zone, Green Zone..



**Amul**  
**YELLOW ZONE**

Check out all Amul Topick's stories 11/19 on our official App & Amul World on Play Store

# Khaali haath nahin, thaali haath thanks



**Amul**  
Janata's favourite

# AB beats C!



**Better saaf**  
**than sorry!**

**Amul**  
**Always safe!**


# Competition



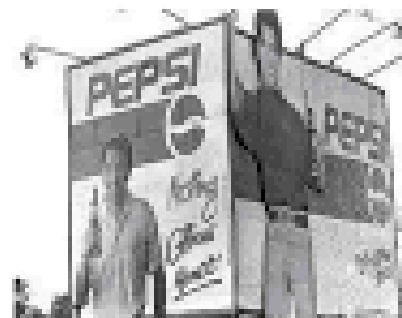
# Shortcomings

- Consumers are usually smart in finding out what you do not have.
- Instead of trying to veil, gracefully accept, even encash it.

**Avis is only No.2  
in rent a cars.  
So why go with us?**



We try damned hard.  
(When you're not the biggest,  
you have to.)  
We just can't afford dirty ash-  
trays. Or half-empty gas tanks. Or  
worn wipers. Or unwashed cars.  
Or low tires. Or anything less than

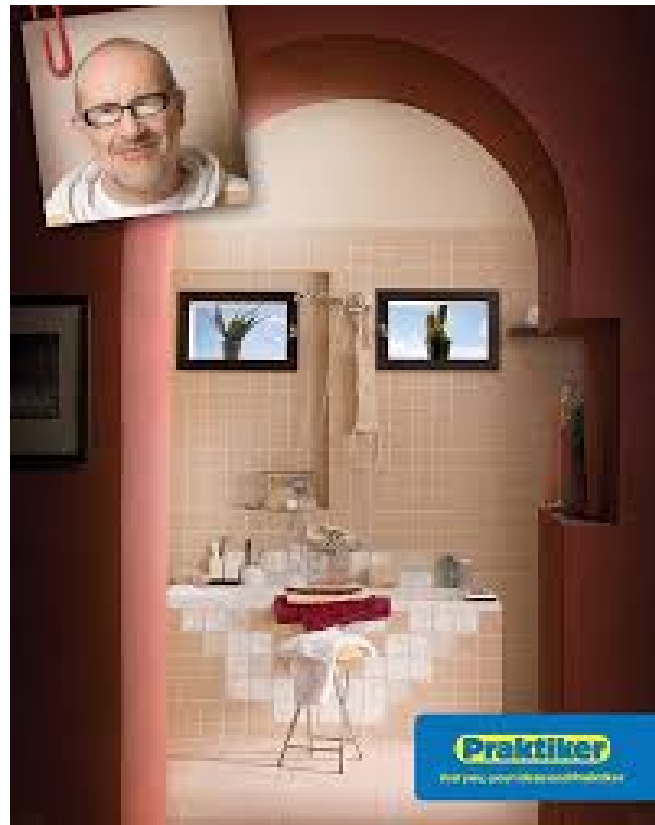


1996 Indian World cup remember of  
Pepsi's Nothing Official About it'  
campaign to Combat Coke's sponsor  
ship of the event. The ambush  
marketing.

# Correlations

- Does the product look, feel or behave like someone or something?
- Garnier Wrinkle Control – bulldog
- Samsung mobile phone- Instant messaging feature correlated – under the table shot of a lady trying to signal something to a man with the touch of her foot. ‘*One touch messaging*’





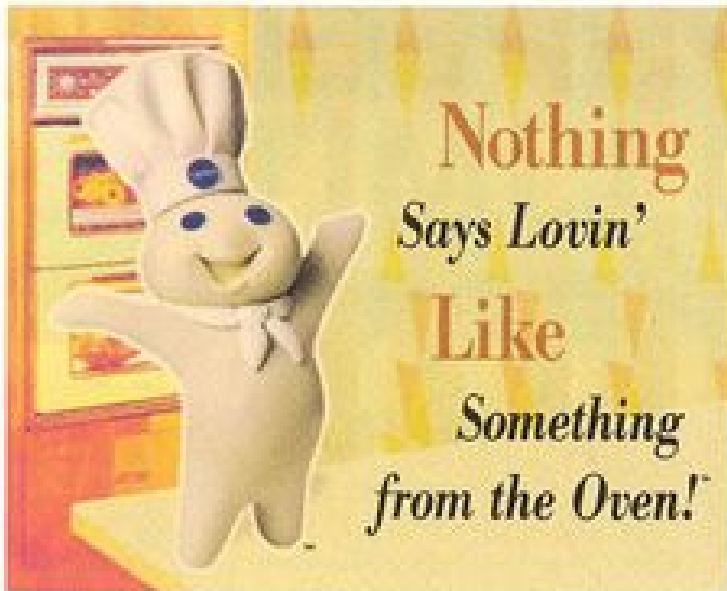
Confused where to go on the weekend?  
Just **Google** it over your morning cup of tea.



# Personification

- How would the product be if its alive?
- Cleaning kitchen, hidden as germs?
- Dance, office, attire
- Eg: Pillsbury Atta
- Boomer man
- Ettiquette Serviettes

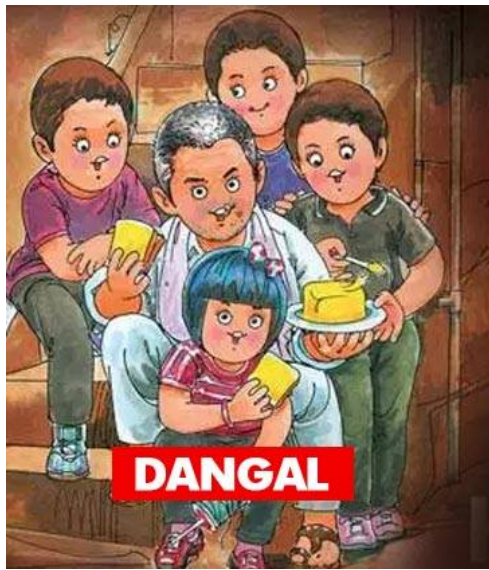




# Popular culture

- Films, Music, Books Sports etc are often inspiration
- Amul Ad- Sarkar, PK, Cheeni kum
- Eveready batteries Sarkar
- Cricket based menus and ads





**DANGAL**

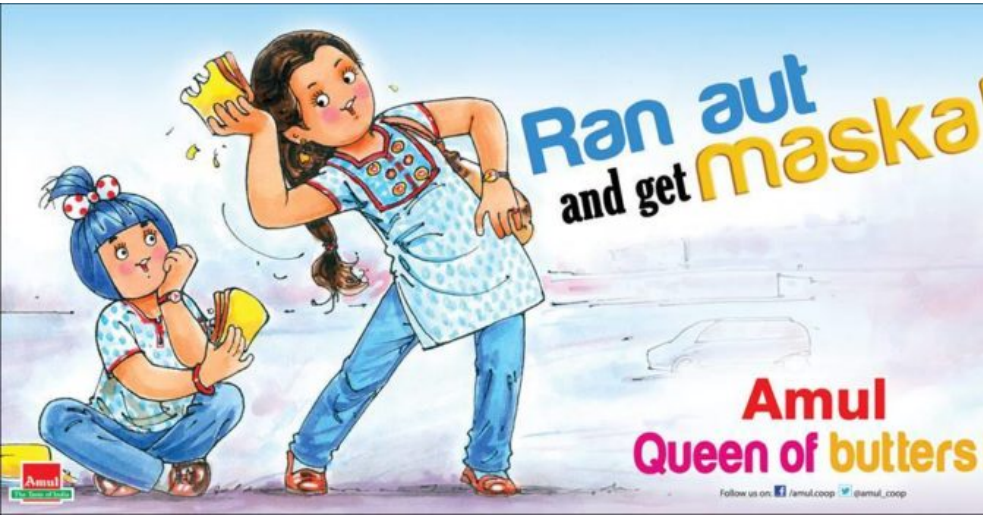


**BAAHUBALI 2**



**Dilwaale dulhaniya finally le jayenge!**

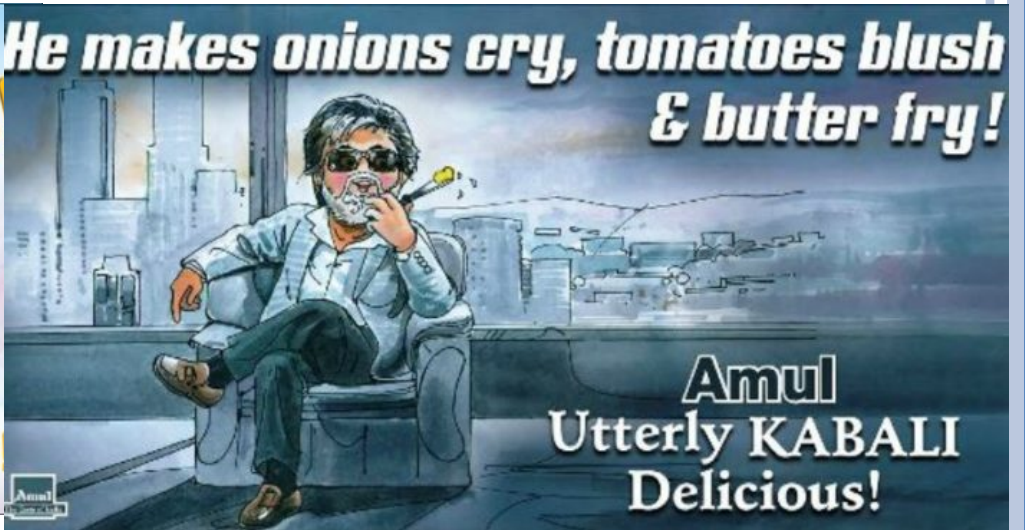
**Amul**  
Say yash to it!



**Ran aut**  
and get **maska**

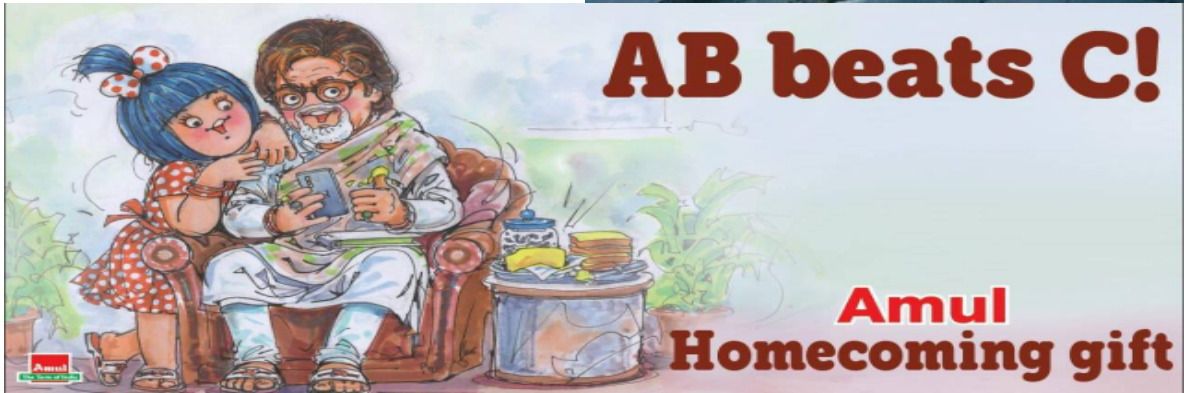
**Amul**  
**Queen of butters**

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**He makes onions cry, tomatoes blush & butter fry!**

**Amul**  
**Utterly KABALI**  
**Delicious!**



**AB beats C!**

**Amul**  
**Homecoming gift**



# Colours

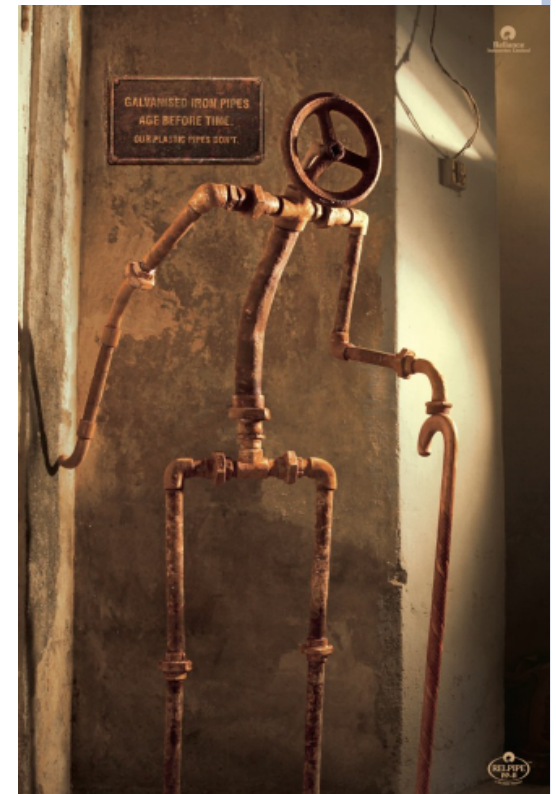
- Think colour.
- Can it be a product or communication differentiator.
- Eg: Everyuth Orange Peel off
- Cucumber Clear skin
- Eveready Battery- Red





# Shapes

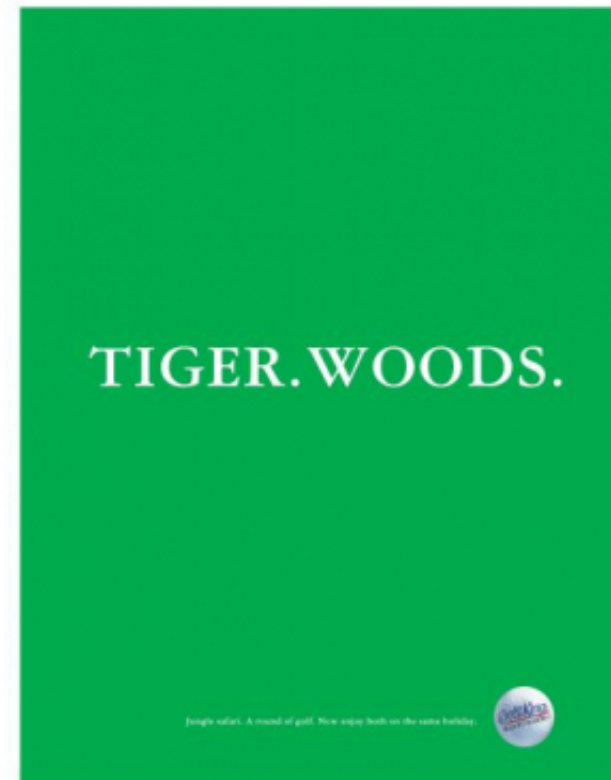
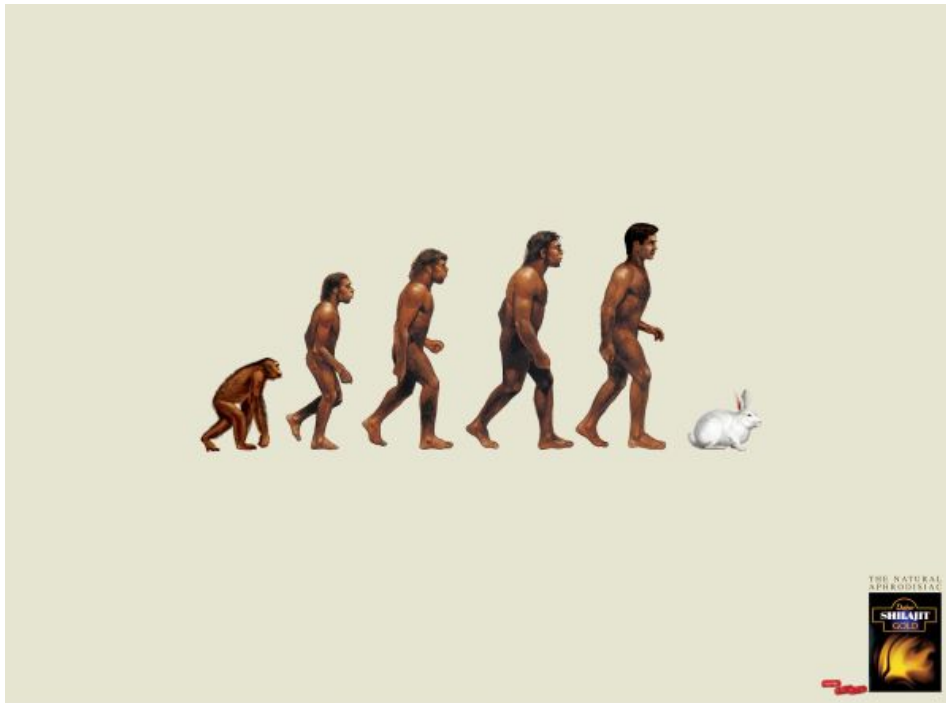
- Shapes can be used imaginatively
- Eg: Absolut Vodka: Jharokha
- Relpipes – arrange pipes in the shape of an old man , injures person etc. to depict problems of aging, leaking and cracking.





# Words and visuals

- Consider communicating with just pictures or just words.



Jungle Safari. A round of Golf. Now enjoy both on the same holiday!



