



The Avant-Garde Of Advertising: Concept Or Technology? A Reminiscence Study

Kapil Chowdhury Assistant Professor Department of Visual Arts Graphic Era Hill University, Dehradun

Richa Thapliyal Assistant Professor Humanities and Social Sciences Graphic Era Deemed to be University, Dehradun

Abstract: As art, advertising has also developed itself in terms of concept, visual approaches, and criteria. The essence of advertising is creativity, which breathes life into communications about goods and services that might otherwise come across as dull or irrelevant to target audiences. In order to capture the attention of the public, advertisements are made. The insight and creativity of the advertisers determine how effective a campaign will be; creativity helps to establish a connection between such a brand and its target audience, and the best ideas begin with a strong creative concept. The advertising concept is essentially the framework in which the campaign must be situated. Consumer advantages, the rationale behind them, and the tone of jesting phrases in campaign slogans are crucial factors to take into account. An advertisement will be more effective if it meets characteristics like attracting interest, relevancy, credibility, and continuity. The target audience is crucial in developing a successful Concept. This essay aims to examine the Creative Concept in Advertising Design and the reasons why it should be used in every advertising campaign to ensure success. Additionally, it examines the numerous definitions of advertising concepts as well as the methods and procedures for developing a powerful concept. Important findings include: the innovative concept drives the design, and a strong creative concept serves as the roadmap for the entire design process. It is developed by the creative team and serves as the central theme or foundation for an advertising campaign. Once the concept has been chosen, the designer is ready to decide how to enforce it and establish his strategies. The creative concept is the overriding message of the advertising campaign as a whole and ties all of the campaign's adverts together with a single, coherent message.

Keywords: Advertising, Creativity, Concept, Technology, Marketing.

Introduction: The concept is the main key in advertising or can be said that it is the heart & soul of advertising. It's what makes people turn their attention toward the products or services, that give life to the entire message about the product or services. The concept helps the advertiser or any creative individuals to make a bond with their target audiences through the creatives/ artworks/

artifacts/ advertisements. When the product/ brand or company makes a good bond with its customers through its product and services then it reflects positive outcomes in the market (Reinartz & Saffert, 2013). Consequently, it affects the sale of the particular product with a positive approach. In the early '80s, the advertisements and their approaches are very traditional and limited in India. The mainstay of the advertisements of this particular time is very non-juxta from the perspective of storytelling, concepts, and executing the ideas. Where the visual approaches of the advertisements are very basic and antiquated (Reinartz & Saffert, 2013). Projection of the product with a model or celebrity with a caption and copies (headline) are the most common in the print media. But in the early 90s, technology in the film making and print media developed through which the Indian advertising industry got big through that has opened the door for modernity and versatility, hence the advertiser and agencies brought several new aspects to Indian advertisements. Subsequently in the 90s, numerous developments can be seen in terms of the execution of ideas, characters, concepts, and so on. The major change was in concept because due to the limited resources and lack of technological support the concept of the advertisements had a very limited radius where the creative states of the advertisers also followed some particular path. Even many competitive companies followed the rat race in terms of executing the concept. Nonetheless, technological development has changed the entire thought process of the advertising industry and as result, the Indian advertising industry was released from the dominance of foreign advertising agencies and ad makers. So, through technology people were moved towards the true marketing mix of advertising where they got a way to apply the Ps in their concept or ideas and executed them effectively to persuade the people towards the advertising so people can get ready to, consume the product (Don't Panic, 2019).

Research Methodology: The study is designed based on qualitative research to project to understand the importance of concept and technology in Indian advertising through some specific television commercials. Here the study focused to understand the mainstay amid concept and technology in advertising. The theoretical approach has been framed according to the methodology of the study where it has studied the notion of the concept and the role of technology to project the ideas or concept. The Study selected those television commercials based on the success, popularity, unique ideas, and contribution of technology in those commercials itself.

The study is related to the qualitative analysis of the projection of certain advertising commercials in the Indian advertising industry. The data has been collected through secondary sources. On primary grounds, the argumentative research method has been followed and for the generation of the arguments, certain factors like culture, society, and indigenous approach have been used for analysis. Certain theoretical approach from the reviewed studies has also been

used to frame the methods of discussion through three case studies. The case studies have been selected to target three different but very strong approaches to Indian society that is property issues, gender politics or man-woman relationships, and the brotherhood. The selection criteria behind the case studies are based on social and socio-cultural and socio-political factors which are targeted in the selected commercials. The case study has also been selected as per its popularity and its reach to the targeted audience as all the products are being used by all groups including the elite and the middle class and the marginalized groups.

Discussion: Small businesses now have unmatched access to their target consumers thanks to modern technology, which has had a significant impact on how marketers develop their advertising strategies. New advertising channels made possible by cutting-edge technology enable businesses to target small groups and individuals with individualized advertising messages while gathering feedback and assessing responses on the fly, in contrast to the shotgun-spread strategy of yesterday's mainstream media sources. Modern technologies have made it possible for advertisers to create more stunning and successful radio, print, television, and online advertising. Modern video editing software may be used to find the impact that has a "wow factor"—something that catches viewers' attention and keeps them glued to the screen. Advertisers can now create realistic locations, people, and action that was unimaginable forty years ago because of advancements in computer animation (Brown, n.d.). Special effects also enable commercials to effectively leverage the marketing allure of good motion pictures and television programs, leaving only the blatantly obvious product attraction standing between the commercial and the connected film or program (Don't Panic, 2019). Advertisers can generate visual messages that appeal more personally to particular client groups by using a variety of potent instruments at their disposal.

In this section, the study analyses two different television commercials to understand the importance of multimedia and its elements in these commercials along with that the study will analyze the impact of multimedia in these advertisements.

Smile: Teeth so white that they dazzle and dazzle so much that they can easily replace with a flash bulb. Such type of thing has been featured in the television commercial for Happydent-White chewing gum. In the year 2004 Happydent White launched its first television commercial that contained very few words and successfully made consumers believe that chewing can also turn their teeth sparkling white. Here in this advertisement also fiction and humor are the main elements to get success, and multimedia visual effects are the main key behind this success which made it possible. McCann Erickson has created many popular television commercials for numerous brands/ companies in India.

Perfetti had signed with McCann Erickson to create their television commercial and in 2004 they launched the first commercial of Happydent White where McCann showcases a theme of the photo shoot of a young village woman in the studio. This television commercial is it as 'Smile' (Macleod, 2006). This commercial starts with a young woman appearing upside down in the traditional old camera whereas the woman has featured in an ethnic costume and poses with a model of Tajl provided by the photographer. So at the count of three, the photographer calls out "Ishmile" (smile in a typical butler-English accent) his flash lights up the room. She smiles when the photographer's flashlights up and they repeat the processing time after time until she gets tired but the photographer requests one more shot then he adjusts the face of a man who is standing beside the camera and facing towards the model. Then in a particular scene when the photographer makes himself ready to take the photo, at the same time the man who is standing beside the camera puts a pack of chewing gum in his mouth. When the photographer loudly says 'Ishmile' the second man very energetically exposes his teeth on the command of the photographer and smiles vigorously. Each time he smiles, his teeth release a flash and the photographer shoots a picture. McCann very humorously showcases the flashing light in the room as the man laughs his dazzling teeth light up the room. Multimedia is responsible for dazzling teeth and their sparkling effects. This visual effect turns the mind of the consumer towards the advertisement and makes them believe that chewing gum could make teeth sparkling white as a flashlight.

Evolution: Mentos is busy to enlightening its consumers with its tagline 'Dimaag ki Batti Jala De. In 2008 Mentos began its first television commercial and which brought a revolution to the entire Indian advertising industry. After it launched on television screens this commercial transformed into a fire in the jungle. It has achieved huge success and accelerates the sale of the product in the market. The commercial showcases a donkey and an ape where the donkey is featured as the superior species reclining on the wooden cart and the ape is introduced as a slave of the donkey, who pulls the cart. The advertising agency O&M presented the evolution of mankind from the perspective of Mentos. In the commercial, the ape is a slave of a donkey who is lounging on the wooden plank. While the monkey gets tired and takes a rest, he spots a Mentos mint on the ground. The ape asks the donkey (whom he calls Daddu) to have that mint candy. Then the so-called Daddu-the donkey makes a dismissive gesture and permits the ape to have it. The Ape pops the mint into his mouth and he experienced shocking tastes that change his personality and body language. With this flow, the ape leaves the cart and the donkey behind and starts walking ahead. During the shot of walking O&M has projected the evolution of mankind from the ape to Neanderthal, Neanderthal to Homo sapiens to Caveman. During this walk, while the ape transforms into a Caveman, he learns to make weapons and garments from animal skins, invented fire, and

finally create the wheel. It shows life in a circle where the ape becomes me, man, while Daddu- the donkey was lounging on the plank. The ape who transformed into a Man meets with the donkey, whom he calls again Daddu and the donkey gets shocked and screamed to see the emerged ape. In the next shot of the commercial feature, the reverse scenario is where the man is lounging on the cart and the donkey is pulling the cart. So, the television commercial features a supernatural and imaginative representation where the entire advertisement was done in animation. All scenes and the storyline run around the once concept that Mentos chewing gum stimulates the mind of a human, along with that the commercial link the tagline- 'Dimaag ki Batti Jalade'. The company 'Perfitti' has an annual budget of Rupees 15 crore for Mentos (Thakur, Meenal. 2015). In this television commercial O&M has targeted kids and teenagers from 15 to 24 years, because through the animation it can attract the kids and through the concept that Mentos stimulates the human mind will directly approach the young teenager of India. (Afaqs, 2008). This commercial is counted as the most famous advertisement of Mentos (www.mentosindia.com). Sameer Suneja, Chief executive officer, of Perfitti Van Malle wanted to target the youth and the crowd of colleges (college students) that relates to Mentos with their modern lifestyles. The company has spent lots of money to create this television commercial, the commercial was created by Frameworks, a visual effect, and animation studio in Singapore. The characters of this commercial are directed and outlined by Rajesh Krishnan of Soda film. Though the television commercial has its unique way of projection and visualization. Additionally, this television commercial reminds the music video of Fat Boy Slim's 'Right Here, Right Now. According to Rich Sharma's article, after this television commercial, Mentos' demand in the market increased a lot. Even the television commercial of Evolution of Man earned more than the previous television commercial of 'Barber' (Sharma, Richa. 2015). Apart from all these the study has understood this television commercial became the most beneficial for the brand. It has not only helped the brand to grow in the market but through the mesmerizing animated visualization, it won the million hearts of the consumers. In this context multimedia and animation played a big role, imagining a such type of concept and portraying it to create a film for fifty seconds is not easy without animation. For the dynamic features of animation, it is very for the advertiser to feature any type of imaginative representation.

Conclusion: In light of the foregoing, each advertising campaign greatly benefits from the creative advertising idea, which can spread a marketing message or advertise a product at the speed of light. The impression it makes on consumers not only encourages them to purchase the product but also gives the goods they purchase emotional worth. In addition to solving problems and conveying a message, good design should be aesthetically pleasing. The campaign's central idea is the creative concept, which also serves as the foundation for the message

you want to deliver to your target market. Design is driven by concept, which combines the many components into a singular and effective whole.

References:

1. AFAQS. (2005). Mentos reaffirms its 'Get Smart' positioning, www.afaqs.com.
2. Brown, A. (n.d). The Importance Of Creative In Advertising. AdAcado. <https://adacado.com/blog/creative-advertising-today/>
3. Don't Panic. (2019). The Importance of Creativity in Advertising. <https://www.dontpaniclondon.com/importance-of-creativity-in-advertising/>
4. Macleod, D. (2006). Happydent White Smile Powers Indian City Lights. Inspiration Romm, www.theinspirationroom.com
5. Manral, K. (2009). Ad Critique: Happydent White. TAC Advertising Club, www.theadvertisingclub.net.
6. Reinartz, W. J. & Saffert, R. (2013). Creativity in Advertising: When It Works and When It Doesn't. Harvard Business Review. <https://hbr.org/2013/06/creativity-in-advertising-when-it-works-and-when-it-doesnt>
7. Thakur, M. (2015). Mentos rolls out new brand campaign. Live Mint, www.livemint.com.
8. www.mentosindia.com/history-mentos-india