

The Study of Creativity and Innovation in Promotion Strategy in the New Age of Competition

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Abstract - This paper is concerned about the study of creativity and innovation which has been introduced day to day in a new advertising world. As we know Advertising is both art and science. The science of advertising is the analytical part that we have been looking at up to this point: setting goals, deciding strategy, choosing among different creativity styles. Creativity is word in which we see something new and unique when we look at something old. It is all heart of civilization and is the driving force of revolution. In this paper we study unique and innovative strategy adopted by the marketers in new age of digital life.

Keywords - creativity, advertising, strategy, revolution, marketers

I. INTRODUCTION

Advertising is the promotion of a company's products and services carried out primarily to drive-up sales of the products and services. It is also done to build a brand identity and communicate changes in old products or introduce new product/services to the customers. Advertising has become an essential element of the corporate world and hence companies allot a considerable amount of resources towards their advertising. Advertising itself is advertisement creative process. It is the outcome of long term planning and hard work on the part of the copy writer or artist who prepares the final copy of the advertisement. This is natural as creative ideas do not come over night. They are required to be developed through systematic thinking process.

Creative advertising needs to imaginative, intelligent, sharp, to the point and extremely catchy. It must motivate people to purchase advertisement product. The message and appeal made should be able to make positive impact on the consumers.

II. NEW WAY OF MARKETING IN DIGITAL AGE (CHATVERTISING)

In present year after the revolution of telecommunication and android world the big company uses different promotional strategies. Big advertisers are using next-gen messaging apps, Snapchat, kik, tango, line and wechat and YouTube and Facebook. With little fanfare, the most popular chat app among teens in the world launched a feature that could be the future of advertising or, at the least; it marks the dawn of a new age in how brands engage. People conversing directly with brands via bots. I call it chatvertising.

1) Snapchat

Taco Bell, an early Snapchat adapter, announced it would premiere its newest taco on the popular ephemeral app with a short movie, a first for Snapchat. By letting companies create pages as regular users, Snapchat allows brands to play around with its playful format. McDonald's recently leapt in with superstar LeBron James. But IPG cautions that the app offers "no analytics beyond seeing the number of followers."



2) Kik

The three-and-a-half year old service, out of Canada, is less well-known, but IPG is a big believer in its potential. Its user base, roughly 125 million, skews young. Unlike other apps, it is built in HTML5, which allows chatting and sharing to stay inside its own browser. So Kik is positioning itself as a competitor to other chat apps, as well as Google Chrome and Firefox. Brands, the IPG report says, "are already on Kik" -- their web content is readily available. IPG launched a campaign with Kik and Syco/Columbia Records to bring fans of the boy band One Direction onto the app. In its first three months, the effort netted 956,800 installs and over 2.4 million visits to a Kik chat room with the band.

3) Tango

In December, Twitter's mobile ad network MoPub unveiled an in-stream native ad product to run with Tango, the U.S. app with some 200 million users. Supercell, makers of the mobile video game Clash of Clans, and Dunkin' Donuts have bought space for app-install ads inside Tango. IPG calls it the "blingiest" of the apps, with lively animated stickers gracing the screen. But unlike

Kik and Snapchat, which require intensive design and creative efforts, Tango is can be a cheaper platform, said IPG. And thanks to a recent influx of cash from Chinese e-commerce giant Alibaba, Tango is poised to expand internationally.



4) **WeChat**

China's popular app is not just a chatting tool. It has ventured into e-commerce and, with Tenpay, the payments service from parent company Tencent, mobile money. Major brands like Burberry and PepsiCo have launched campaigns on the platform. McDonald's ran a "Big Mac Rap" contest. WeChat is wary of turning off users with excessive sponsored content, and its private group chats can keep brands in the dark about feedback. But IPG predicts the app will expand further into online-office retail connections -- and further westward.

5) **Line app**

One Direction isn't the only heartthrob making use of these apps. Sir Paul McCartney has released eight schmalzy stickers on Line, where he has some 10 million followers. Sharing and sticking the former Beatle's likeness comes at \$1.99 a pop. Line, which is dominant in Japan, has over 500 such sticker characters, whose sale together with in-game purchases raked in \$338 million in revenue for Line's parent company in 2013. This month Line will open up a market for anyone to sell stickers. Over the weekend, the company trumpeted ambitious plans to hit one billion users by 2015.

6) **Facebook Is Forcing All Users To Download Messenger By Ripping Chat Out Of Its Main Apps**

Facebook is taking its standalone app strategy to a new extreme today. It's starting to notify users they'll no longer have the option to send and receive messages in Facebook for iOS and Android, and will instead have to download Facebook Messenger to chat on mobile. Facebook's main apps have always included a full-featured messaging tab. Then a few months ago, users who also had Facebook's standalone Messenger app installed had the chat tab of their main apps replaced with a hotlink button that would open Messenger. But this was optional. If you wanted to message inside Facebook for iOS or Android, you just didn't download Messenger. That's not going to be an option anymore.

III. LIST OF BIG COMPANIES WHO HAVE AN OFFICIAL ACCOUNT ON LINE APP FOR ADVERTISE ITSELF

1. **Shopping**

- Snapdeal
- Café coffee day
- eBay india
- Printvenue
- Fabfurnish.com
- Foodpanda india
- Jabong india
- Groupon
- Grand dewali mela flipcart

2. **Brands**

- HTCampus
- Sony india
- Opera Mini

3. **Entertainment**

- Bolly&Beyond
- ANTM
- Sony music India
- Sony music in
- Sony liv
- Sony music south
- Sony music Punjab
- BookMyShow
- Lough on line
- humshakals

4. Media

- Soompi
- VH1 Supersonic

5. News

- BBC HINDI
- India News 24X7
- Daily astro
- Bollywood masala

6. Sport

- Manchester united
- Real Madrid C.F
- FC Barcelona
- Cricbuzz
- Goal india
- Rafa nadal

7. Artist

- Maroon5
- Linkin park
- Paul McCartney
- Katy perry

IV. INNOVATIVE WAY OF ADVERTISING THROUGH US CAN MOTIVATE AND REVOLUTE OUR SELF***Idea communication creative adds***

In 2006-07, Idea came up with a 'what an Idea!' series: starting with the Caste Wars. The film was a satire on the social conditions prevalent in rural India and gave a solution in form of people known by mobile number instead of family names thus preaching for equality. The message connected easily with the Indian masses and marked the arrival of a brand called Idea.

One idea can change your life

as we know idea is a big name in the world of communication. Idea is the 3rd largest mobile service operator in India. Idea takes a competitive advantage through the campaign of one idea can change your life.

A great Idea leads to the start of an exciting journey for an entrepreneur. It is full of rejections and failures, but those who take them on and persevere, make the difference.....

"An 'Idea' can not only change your life, but also turns the wheel of fortune in your favour. If you have an idea, have faith on it and start working on it." This was the message of **R Balki**, chairman and CEO of Lowe Lintas India. To make a great idea work, you don't necessarily need a large amount of money. The idea can be small but its impact could be huge. Take for example Idea Cellular's campaign - 'Why don't people have numbers instead of names?' Conceived by Balki's team, the campaign was a huge success in terms of increasing the telecom service provider's subscriber base.

Idea internet jab lagawing india ko no ullu banawing

Brand Idea's this ad campaign suggests a simple and effective solution to population problem, through seamless and non-stop entertainment with Idea's 3G services! Idea's brand campaign, based on a social theme, highlights the country's challenge of Population inflation and suggests a simple telephony solution. Lack of entertainment in the lives of ordinary citizens could have often resulted in couples falling prey to unplanned family extensions which has added to the population of the country.

Brand Ambassador Abhishek Bachchan in this ad campaign explains to a friend that the root cause of over population in our country is the unavailability of entertainment options for people.

Idea introduced one following poem on the social issues in the promotional campaign

Thodasaa volume badhawing
Emotional gaana tum bajawing
No ullu banawing no ullu banawing.....

1. Touristkokyutopipehnaoing

No ullu banawing no ullubanawing
Guide hoke misguide kyukarawing
No ullu banawing no ullu banawing.....
Khandarko wonder kyubataoingbataoing
History komistorykyubanawingbanawing
Maaring one mukka moo sujaoingsujaoing

No ullu banawing no ullu banawing
Ullu banawing.....

2. Sir ye gaanaaaglagadega

Chorikagaanatusunawingsunawing
Angreji tune tuuthawinguthawing
Hindi ke lyrics pebithawingbithawing
No ullubanawing no ullu banawing
Ullu banawing
Idea internet sab lagawing
India ko no ullu banawing
No ullu banawing ullu banawing

3. Sawaarikafayada tum uthawing

No ullubanawing no ullubanawing
No nono no...no nonono...
Mokepechokkatulagawing
No ullu banawing no ullubanawing
No nono no...no nonono...

4. Longcutko shortcut tubatawingbatawing

Meter kochitartubanawingbanawing
Kaano ke niche eklagawinglagawing
No ullubanawing no ullubanawing
Ullu banawing

5. Chunaavmeinchunatulagawinglagawing

Bhashan se public kopakawingpakawing
Harpartisanalpaan hi chabawingchabawing
No ullubanawing no ullu banawing
Ullu banawing
Idea internet jab lagawing
India ko no ullu banawing
No ullu banawing no ullu banawing
No ullu banawing no ullu banawing.

V. CONCLUSION

Advertisement is the key of success for any company and industries product and services. 21st century is the century of competition, age of change, era of changing lifestyle and unique things. There are lots of companies in market which want to grow and for growth the use different add campaigns and strategies. As we know today we spend lots of time of our life on internet, so industry introduced the e-marketing strategy. We use android and iOS mobile and spend time on social networking app like line, kik, Facebook messenger and tango, wechat, hike and whats app. So companies use all of the apps as a platform of advertisement of its products and services.

It's a great opportunity for industry to get a competitive advantage through this chatvertising.

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