



Advertising Campaign: A Practical Study

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Abstract:

This paper is basically about the advertising campaign run by various popular companies over a period of time and how these campaigns are made effective so as to grab consumer attention to the maximum extent possible. This paper is a very interesting piece of study as it includes popular brands and thoroughly analyzes their effectiveness through pictures and all possible data available.

Keywords: Advertising, Brands, Campaign, Product

1. What is an Advertising Campaign?

An **advertising campaign** is a series of advertisement messages that share a single idea and theme. Advertising campaigns appear in different media across a specific time frame. It is a specific course of action designed to advertise a company, cause, or product that employs an intentional and carefully coordinated series of marketing tools in order to reach the target audience. The end purpose of any advertising campaign is to boost awareness of the subject matter and generate demand. The exact structure of the advertising campaign will often depend on the nature of the product or cause and the target audience that the campaign is designed to reach.



While specifics vary from one advertising campaign to another, some of the same tools are used in just about any campaign. Both print and electronic media are often used to generate attention and enthusiasm for the subject of the campaign, often with the logical and timely launch of different tools at specific points in the overall campaign. While in time past, electronic media referred more to television and radio broadcasts, that component now includes tools such as online banner ads, text messaging,

and email advertisements.

2. Coca-Cola: “Open Happiness”

The Coca-Cola Company, founded in 1886, is the world leading manufacturer, marketer and distributor of non-alcoholic beverage concentrates and syrups. It currently operates in over 200 countries worldwide and is most famous for the innovative soft drink, ‘Coca-Cola’, but can now boast in the

region of 230 different brands. Its headquarters are in Atlanta, Georgia. Its subsidiaries employ nearly 30,000 people around the world. 70% of the company volume and 80% of the company profit come from outside the United States. It is one of the most visible companies in the world. Their Coca-Cola product is now available all over the world and has resulted in the drink becoming the world's favourite soft drink. But how has this been achieved and how does Coca-Cola continue to hold their position in the soft drinks market? The former chairman of the Coca-Cola Company, Douglas Ivester has stated that being global is the main strength of the Coca-Cola Company. (Coca-Cola Company, Annual Report, 1998) It is a business with a popular, affordable product, with a strong foothold in many countries.

Open Happiness is a global marketing campaign for The Coca-Cola Company that was rolled out worldwide in the first half of 2009. It was developed by the Wieden + Kennedy creative agency. Campaigns have been carried out in different parts of the world under the banner of "Open Happiness". Certain examples are stated as follows:



3. "Small World"

Coca-Cola has released a film featuring an experiential campaign executed this March, which takes forward the brand's 'Open happiness' proposition – across borders.

The campaign by Leo Burnett Sydney saw consumers at a mall each in Delhi and Lahore 'connecting' through special vending machines

Specially created vending machines were installed at a shopping mall each in Lahore and New Delhi. People on either side were invited to 'Make a friend in Pakistan' (in New Delhi) and 'Make a friend in India', to share a Coca-Cola. The 'Small World Machines' provided a live communications portal linking people through a 3D touch screen. They were requested to complete a friendly task together like - wave, touch hands, and draw a peace sign or dance – before the machine dispensed a can of Coca-Cola. The film features people engaged in the activity and their reactions.

What this project did was connect people who are not exposed to each other on a daily basis, enabling the common man in Lahore to see and interact with the common man in Delhi. It's a small step to signal what immensely amazing things are actually possible

When a big corporation like Coca Cola comes out with a humanitarian message of this extent, it is



sure to warm a lot of hearts. Coke's focus on happiness and world peace has made this campaign exceptionally successful and unforgettable.

4. "Cricket Ki Khushi"

This campaign from Lowe Lintas is built on strong Indian cultural insight and focuses on the nation's love of cricket. The work is based on Coke's global theme of Open Happiness. Cricket ki khushi, shows a group of children who are die-hard cricket fans, coming together in a desert to play the game, under the scorching sun. New brand ambassador, famous cricketer Sachin Tendulkar, closes the film saying, "Khelte raho, khush raho - keep playing, stay happy". Cricket makes India happy and Coca-Cola is celebrating this happiness. The campaign taps into the simple pleasures that this game offers, to tell this story of happiness. With this new campaign, Coca-Cola celebrates the passion and joy experienced by all of us through the game of cricket."The campaign celebrates India's most loved sport, Cricket, which transcends all boundaries, opening happiness for people across the nation, just like enjoying a bottle of Coca-Cola. The campaign celebrates the exhilarating spirit of the game that binds people together irrespective of locales or cities. **"Make everyday life a little less gray"** This campaign was carried out in Lithuania. The video features a Coca-Cola truck rolling out a plot of grass in an area surrounded by buildings. Suddenly, trees and a Coca-Cola machine pop up, attracting the attention of people passing by. In front of the Coca-Cola machine is a sign that says, "To open happiness, take off your shoes." Once visitors take off their shoes, free bottles of Coca-Cola begin to pop out of the machine, attracting more attention. As the video zooms out, it becomes clear that the grassy area is shaped like a Coke bottle. Coca-Cola tells a visual story of happy summer memories, such as picnics and enjoying time outdoors. Leveraging the use of the word "grey" in different languages in the beginning makes the video appeal to multiple parts of the world. Developed by Wieden+Kennedy Amsterdam, the campaign offers a good reminder of the power videos have to tell a visual story. Seeing people experience a special event, from walking barefoot in the grass, to playing Frisbee, or enjoying a picnic lunch, all scenes within the video visually communicate feeling of happiness and enjoying the moment.



5. Dove Campaign for "Real Beauty"

Dove is a personal care brand owned by Unilever. Dove products are manufactured in Gentina, Australia, Brazil, Canada, Germany, India, Indonesia, Ireland, Mexico, Netherlands, Pakistan, Philippines, South Africa, Thailand, Turkey and United States. The products are sold in more than 35 countries and are offered for both women and men. The Dove trademark and brand name is currently owned by Unilever. Dove's logo is a silhouette profile of the brand's namesake bird. Products include: antiperspirants/deodorants, body washes, beauty bars, lotions/moisturizers, hair care, and facial

care products. Dove is primarily made from synthetic surfactants, soaps (derived from vegetable oils such as palm kernel) and salts of animal fats (tallow). In some countries Dove is derived from tallow and for this reason it is not considered vegan, unlike vegetable oil based soaps.

The **Dove Campaign for Real Beauty** is a worldwide marketing campaign launched by Unilever in 2004 that includes advertisements, video, workshops, sleepover events and the publication of a book and the production of a play. The aim of the campaign is to celebrate the natural physical variation embodied by all women and inspire them to have the confidence to be comfortable with their own

selves. Dove's partners in the effort include such marketing and communications agencies as Ogilvy & Mather, Edelman Public Relations, and Harbinger Communications (in Canada).

The first stage of the campaign centered on a series of billboard advertisements, initially put up in the United Kingdom, and later worldwide. The spots showcased photographs of regular women (in place of professional models). The ads invited passers-by to vote on whether a particular model was, for example, "Fat or Fab" or "Wrinkled or Wonderful", with the results of the votes dynamically updated and displayed on the billboard itself.

The "Real Beauty" Campaign was an attempt at making women realize how beautiful they really are. Knowing that only 4% of women around the world consider themselves beautiful, Dove decided to conduct a "compelling social experiment that proves to women something very important: You are more beautiful than you think".

Several women were invited to a San Francisco loft, where they were asked to describe themselves (specifically their facial features) to Gill Zamora, an FBI-trained forensic artist who could not see his subjects. After Zamora sketched each woman, he did another drawing of the same subject—this time based on how a stranger described her.

The two sketches were later shown to the subjects, revealing that the second sketch was in all cases more flattering than the first.

Their reactions were recorded and the experiment was made into an online video, produced by the Ogilvy & Mather ad agency and presented in three- and six-minute versions, entitled "Dove Real Beauty Sketches."

6. Support

Well, let's be clear- Dove is a company and of course they want to make a profit. Their main motive is Real Beauty and to become a trusted brand that cares. But what seems to be unclear to many of the angry and outraged is that while they rake in the cash, as all companies are try to do, they are also providing a significant change in redefining the standards of advertising and the unrealistic ideals for the way women look.

The self-described portraits look utterly ridiculous because the point is that the women obsess over what they perceive as flaws and blow it out of proportion. It also highlights that what we see as negative attributes are actually positive and beautiful qualities, and that we have got to stop putting this pressure on ourselves to look like one of the airbrushed beauties we see in our magazines every day. It doesn't say that being beautiful is an important asset to have, it is saying being happy in yourself and not worrying about conforming to an idealized beauty is the key to enjoying your life.

7. Against

7.1 *The video only focuses on a very small subset of women*

Some lovely, thin, mostly white women who are all pretty young describe their appearances to a forensic artist.

7.2 *Most of these "real" and "beautiful" women are white*

Of the main participants: all four are Caucasian, three are blonde with blue eyes, all are thin, and all are young (the oldest is 40). We see in the video that at least three black women were in fact drawn for the project. Two are briefly shown describing themselves in a negative light (one says she has a fat, round face, and one says she's getting freckles as she ages). Both women are lighter skinned. People of color are onscreen for less than 10 seconds.

7.3 The ad might teach what it preaches against-that beauty is paramount

These ads still uphold the notion that, when it comes to evaluating ourselves and other women, beauty is paramount. The goal shouldn't be to get women to focus on how we are all gorgeous in our own way. It should be to get women to do for ourselves what we wish the broader culture would do: judge each other based on intelligence and wit and ethical sensibility.

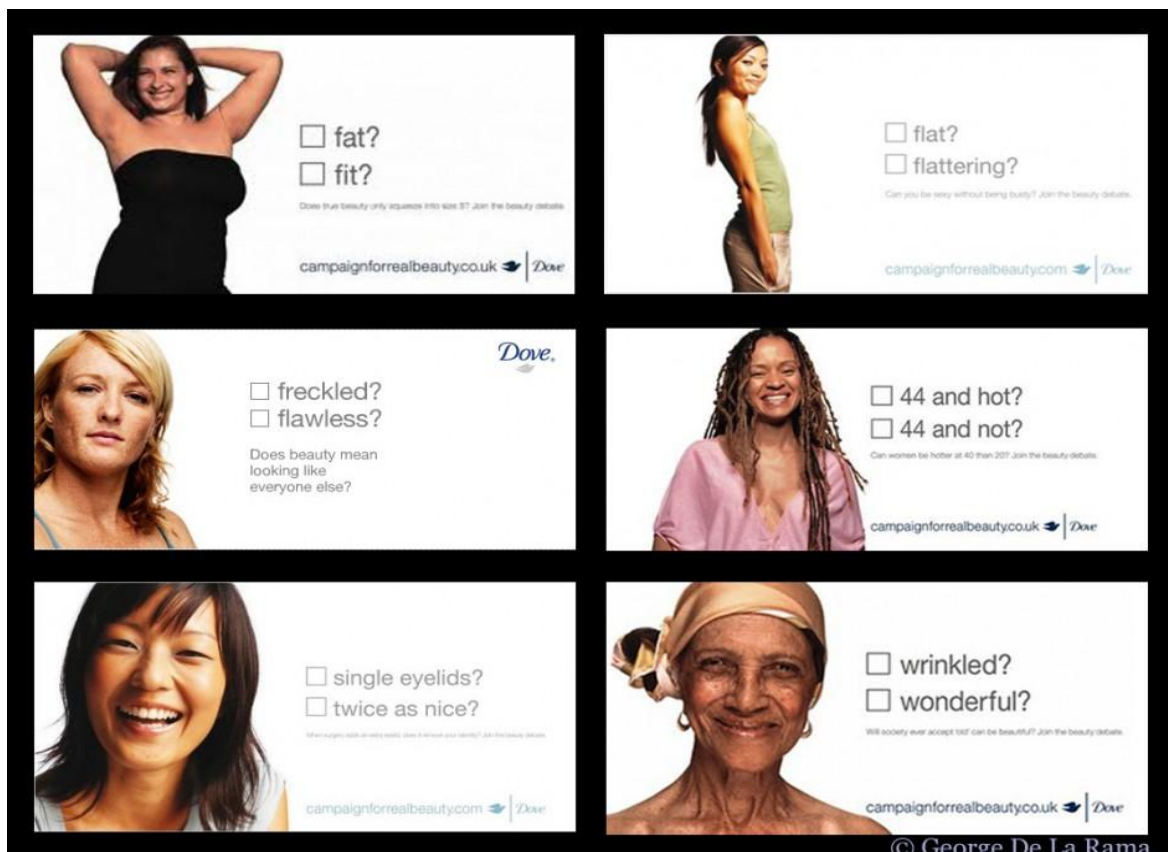
7.4 Women don't want to be seen as victims

The campaign makes one believe that all women hate themselves for some reason or the other. A campaign like this emphasizes on a very shallow aspect: How a woman looks. But this is not the case each time. A lot of women are content with how they look, and they say that "Beauty is only skin deep".

7.5 The sketch artist was a man

There was the slight issue of the artist being a man. He got to present their "true" beauty to them. But the fact that only a man can truly tell how 'beautiful' a woman is, is deceiving and slightly sexist.

7.6 Glimpses of the Campaign



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8. The Google “Reunion” Campaign

Google is an American multinational corporation specializing in Internet-related services and products. These include search, cloud computing, software, and online advertising technologies. Most of its profits are derived from Ad Words. Google was founded by Larry Page and Sergey Brin while they were Ph.D. students at Stanford University. Together they own about 16 percent of its shares. They incorporated Google as a privately held company on September 4, 1998.

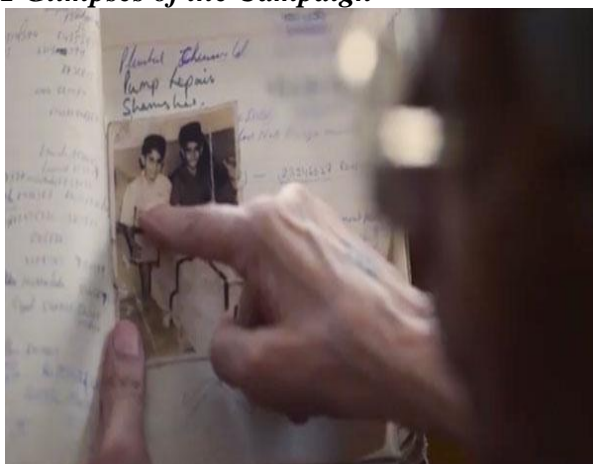
Rapid growth since incorporation has triggered a chain of products, acquisitions and partnerships beyond Google's core search engine. It offers online productivity software including email (Gmail), an office suite (Google Drive), and social networking (Google+). Desktop products include applications for web browsing, organizing and editing photos, and instant messaging. The company leads the development of the Android mobile operating system.

“The Reunion” Campaign: The India-Pakistan partition was a moment that has left a deep imprint across many generations on both sides of the border. The partition separated many families and friends overnight. Now, the older generation’s yearning is only balanced by the younger’s hope. The film is a reflection of the many stories of reunion - where human passion and hope overcame time and borders.

The ad comes off more like a short-film rather than a commercial. Set against the beautiful and colorful backdrops of India and Pakistan, it tells the story of two young boys who were once best friends and later separated by the partition between the two countries. The ad works on many levels. The piece engages viewers quickly by grabbing their attention with ear-catching sounds, while introducing the audience to characters they can identify with. The viewer gets hooked at once. The ad, created by Ogilvy, has struck a particularly emotional chord by refusing to take India and Pakistan’s historically adversarial relationship as a given.

People want their stories told, and they want to hear good stories. It’s human nature. For many storytellers, sometimes it’s not a question of what to say, but how to say it. From cave paintings, to books and publishing, to the telegraph, to radio and broadcast television, to Facebook and Twitter, to trendy new apps on the mobile phone, throughout history, society has used and sought new tools to better communicate our stories to others. Here, Google uses a video to not just sell itself to India and Pakistan, but also bring to mind one’s own history, and the potential stories of the many families, friends, and loved ones who could have been separated by the India-Pakistan partition of ‘47. Google’s business in India is relatively small but growing fast, with fiscal 2013 revenues up 78.7% to Rs 20.8 billion (\$332 million). With ads like these, it seems to have mined a rich vein.

8.1 Glimpses of the Campaign





9. APPLE: “Think Different” Campaign

Apple Inc. is an American multinational corporation headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software and personal computers. Its best-known hardware products are the Mac line of computers, the iPod media player, the iPhone, smart phone, and the iPad tablet computer. Its consumer software includes the OS X and OS operating systems, the iTunes media browser, the Safari web browser, and the iLife and iWork creativity and productivity suites.

Apple was founded by Steve Jobs, Steve Wozniak, and Ronald Wayne on April 1, 1976 to develop and sell personal computers. It was incorporated as **Apple Computer, Inc.** on January 3, 1977, and was renamed as Apple Inc. on January 9, 2007 to reflect its shifted focus towards consumer electronics. Fortune magazine named Apple the most admired company in the United States in 2008, and in the world from 2008 to 2012

"**Think different**" was an advertising slogan for Apple Inc (formerly Apple Computer Inc) in 1997 created by the Los Angeles office of advertising agency TBWA. It all begun with the television commercial, which first aired on Sept. 28 1997, followed by the print ads, billboards and posters. In 1998 the television spot won the second annual primetime Emmy Award for best commercial from the Academy of Television Arts & Sciences (ATAS). The ad also won a Belding, a Silver Lion at Cannes. The long-term campaign won an Effie award for marketing effectiveness.

The “Think Different “campaign symbolized the return of genius Steve Jobs who was detrimentally removed from Apple. Jobs intrinsic qualities as a practical visionary, innovator, and creative had been lost at Apple in his absence. The “Think Different” campaign intended to enliven Apple’s counter-culture following and attract new creative that value thinking differently. It was a critical time for the company, just four months away from acquisition or bankruptcy, and in desperate need of a miracle.

The campaign consists of two main parts, there is a television commercial and a print campaign. The television commercial features black and white video footage of significant historical people of the past, including (in order) Albert Einstein, Bob Dylan, Martin Luther King, Jr., Richard Branson, John Lennon (with Yoko Ono), R. Buckminster Fuller, Thomas Edison, Muhammad Ali, Ted Turner, Ma-

ria Callas, Mahatma Gandhi, Amelia Earhart, Alfred Hitchcock, Martha Graham, Jim Henson (with Kermit the Frog), Frank Lloyd Wright and Pablo Picasso.

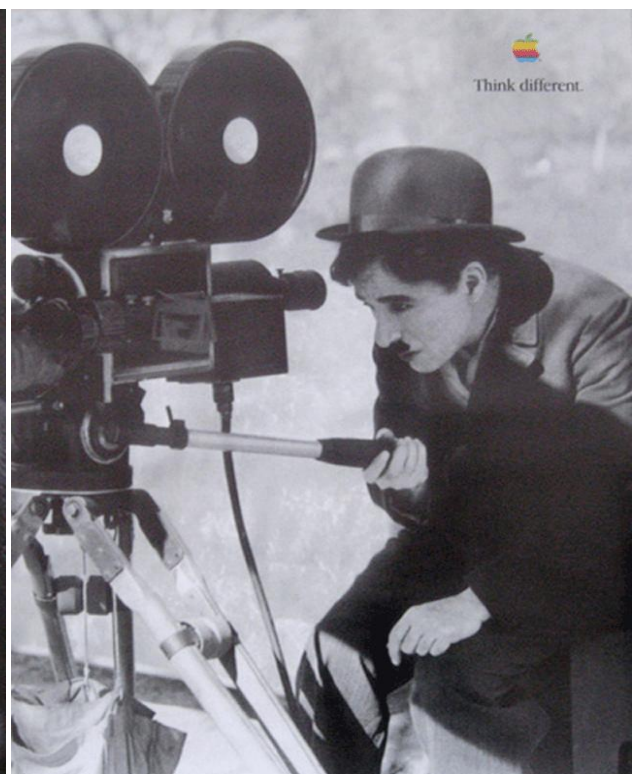
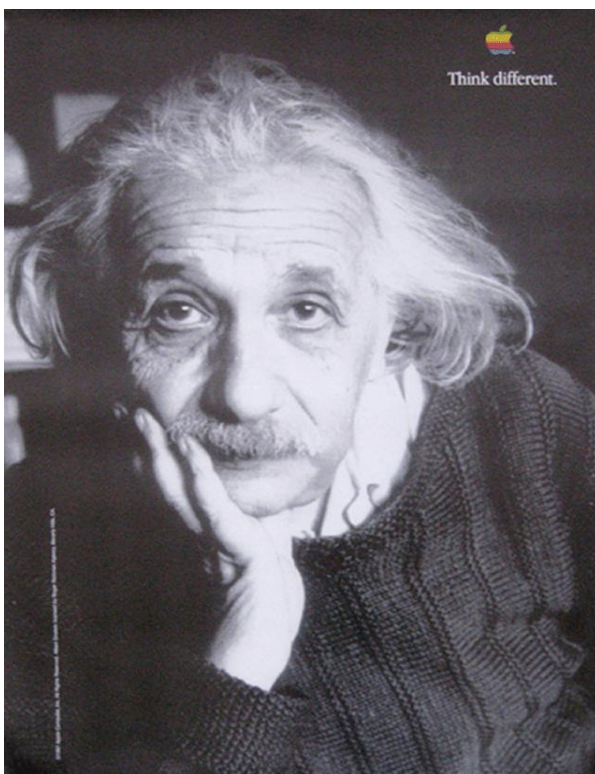
Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules. And they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. About the only thing you can't do is ignoring them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do.

10. What made the campaign so successful?

Steve Jobs felt that if we just told people what Apple was about, and Apple held up its end of the bargain by creating fantastic products, all the problems would go away. In one sense, it wasn't difficult to put a finger on what makes Apple unique. It's a passion for creativity, design and simplicity. The hard part was finding a way to express this in the Apple way. It had to feel natural, honest and intelligent. Fortunately, when you explore a number of alternatives over a number of weeks, you can't help but notice when a similar conclusion sneaks into all of them: Apple isn't like other companies. It doesn't follow the rules. And the essence of the company isn't any more complicated than that. And so was born Think different.

Think different personifies what I believe to be the most effective process for arriving at a great brand statement. The idea came from a deep creative exploration by people who genuinely cared. In a sense, these historical figures have something in common with Apple's employees and Apple's customers. They think different.

10.1 Glimpses of the Campaign





11. Benetton: “Unheated” Campaign

Benetton Group is a global fashion brand, based in Treviso, Italy. The name comes from the Benetton family who founded the company in 1965. Benetton Group is listed in Milan. Benetton has a network of over 6,500 stores in 120 countries. The stores are managed by independent partners and generate a total turnover of over 2 billion euro. The company's core business remains their clothing lines: United Colors of Benetton, under colors of Benetton, Sisley and Play life. Their products include womenswear, menswear, childrenswear and underwear and they have expanded into perfumes, stationery, and eyewear and travel bags.

Taking a stand and supporting causes has been part of Benetton's DNA for decades. The brand has a long history of social responsibility (or in some cases advertising disguised as such). It has run campaigns and launched programs to subvert stereotypes, fight famine, protest war, and challenge the death penalty.

The “Unhate” Campaign: In autumn 2011, Benetton launched its new worldwide communication campaign, an invitation to the leaders and citizens of the world to combat the "culture of hatred", and created the UNHATE Foundation. This campaign was created as the group's corporate social responsibility strategy and not as a cosmetic exercise. The Benetton Group seeks to contribute to the creation of a new culture against hate. Benetton's research communication centre, Fabbrica, partnered up with 72andSunny to create the UNHATE poster series. According to Benetton “These are symbolic images of reconciliation—with a touch of ironic hope and constructive provocation—to stimulate reflection on how politics, faith and ideas, even when they are divergent and mutually opposed, must still lead to dialogue and mediation”.

The campaign caused quite a stir. It unsettled thousands and there were numerous protests. The Vatican was deeply offended and made Benetton take down the posters of the Pope kissing an Imam. They felt that it exhibited “a grave lack of respect for the Pope, an offense against the sentiments of the faithful and a clear example of how advertising can violate elementary rules of respect for people in order to attract attention through provocation.”

There was criticism from the White House as well. A statement which was released said the following: "The White House has a longstanding policy disapproving of the use of the president's name and likeness for commercial purposes."

Still, Benetton officials argued that they intended the images to portray the concept of "unhate," fostering tolerance rather than making a political or possibly even gay-supporting statement. They stated that they focus on promoting the idea of brotherhood through the kiss.

11.1 Glimpses of the Campaign



12. Vodafone: "Zoozoos" Campaign

Vodafone Group is a British telecommunications company headquartered in London and with its registered office in It is the world's third-largest mobile telecommunications company measured by both subscribers and 2013 revenues (in each case behind China Mobile), and had 453 million subscribers as of June 2013. Vodafone owns and operates networks in 21 countries and has partner networks in over 40 additional countries. Its Vodafone Global Enterprise division provides telecommunications and IT services to corporate clients in over 65 countries.

Vodafone has a primary listing on the London Stock Exchange and is a constituent of the FTSE 100 Index. It had a market capitalization of approximately £89.1 billion as of 6 July 2012, the third-

largest of any company listed on the London Stock Exchange.^[6] It has a secondary listing on NASDAQ.

Zoozoos were the characters promoted by Vodafone in a campaign during the IPL season 2. The campaign was designed to promote the Value Added Services offered by the company. These ads were created by the Ogilvy and Mather under executive creative director, Rajib Rao, South Asia. Prakash Verma of Nirvana films shot the ad in South Africa with the help of local crew. Only starting point for the team was that the character had to be simple to a stupefying level thus the zoozoos were born. In the starting two types of zoozoos were considered first was the fat potato head and second a slim version with bigger face. In the end egg head version was finalized. Zoozoos lead a simple life and emoted like humans, talked gibberish and were simple, silly, funny and adorable. They showed emotions such as big frowns, hearty laughs and grins. The name for zoozoos just had to be something fun, memorable and catchy, and not a clever one that's difficult to pronounce, thus zoozoo was born. Animations were 10 - 15 times costlier than zoozoos as they had real people with costumes. They worked in speedy schedules and 30 advertisements created cost only Rs 3 crore. The ads were 20-30 seconds long and zoozoo name was nowhere used in the commercial. They undertook a massive viral marketing campaign on the same.

13. What made the campaign successful?

Campaign penetrated both in media as well as in social media marketing sites. A common man was depicted as a cartoon character Zoozoo. They got widespread media coverage and was easy and cheap animation. The fan club of zoozoo touched to around 75,000 and various interactive quizzes came up in these days as evident in the wallpapers and screensavers in the cell phones. All these transformed into a great viral marketing event. As there was no celebrity endorsement hence there were no associated risks and costs. They were easy and cheap animation leading to low production costs.

13.1 Glimpses of the campaign



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