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Journal of Management Research and Analysis

Journal homepage: <https://www.jmra.in/>

Original Research Article

The power of creativity in print advertising: A study of its relevance in today's market

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ARTICLE INFO

Article history:

Received 05-08-2023

Accepted 04-09-2023

Available online 18-09-2023

Keywords:

Print advertising

Creativity

Marketing

Consumer behaviour

Brand perception

Effectiveness

Digital media

Attention

ABSTRACT

In today's highly competitive market, businesses are constantly seeking innovative ways to capture the attention of consumers. Print advertising has been a staple in marketing for decades, but with the rise of digital media, its relevance has been called into question. This research aims to explore the use of creative print advertisements in today's market, analyzing their effectiveness in capturing and retaining the attention of consumers. Through a review of literature, case studies, and consumer surveys, this study will provide insights into the key elements of effective print advertisements and their impact on brand perception and consumer behavior. The results of this research will be of interest to marketers, advertisers, and businesses seeking to leverage the power of creativity in their print advertising campaigns.

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1. Introduction

One example of a print ad that led to an increase in sales of an Indian company is the "Daag Ache Hain" campaign by Surf Excel. The campaign was launched in 2007 and aimed to position the brand as a stain remover that could tackle tough stains and protect clothes.

The print ad featured a young girl in a white dress who had fallen into a puddle of mud. The tagline read "Daag Ache Hain" which means "Stains are good". The ad was widely popular and created a buzz among consumers, who shared the ad on social media and talked about it with their friends and family.

The campaign was highly successful in increasing sales of Surf Excel. The brand saw a significant increase in market share and revenue, as consumers started to perceive Surf Excel as a stain remover that could tackle even the toughest stains. The "Daag Ache Hain" campaign became a cultural

phenomenon and is still remembered as one of the most successful advertising campaigns in India.

Another example of a print ad that affected consumer behavior is the "Think Small" campaign launched by Volkswagen in the 1960s. At the time, American car manufacturers were promoting larger, more luxurious cars, while Volkswagen was selling small, economical cars imported from Germany.

The "Think Small" campaign featured a series of print ads that challenged the traditional approach to car advertising. The ads featured black and white photographs of the VW Beetle with minimal copy that emphasized the car's small size, affordability, and reliability. The ads also used humor and wit to engage with the audience.

The "Think Small" campaign was highly successful in changing consumer behavior and perception. The ads challenged the prevailing notion that bigger was better and appealed to consumers looking for a more practical and affordable car. The campaign helped establish Volkswagen as a credible and innovative brand in the American market,

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leading to a significant increase in sales.

The "Think Small" campaign is a great example of how a print ad can affect consumer behavior. The campaign challenged the status quo, appealed to consumers' practical needs, and established a brand identity that resonated with the target audience. By doing so, Volkswagen was able to change consumer behavior and perception, ultimately leading to increased sales and market share.

The evolution of creativity in print ads has been driven by changes in consumer behavior, technology, and media consumption habits. Print advertising has come a long way from the simple, text-heavy ads of the past to the visually stunning, interactive campaigns of today. Here are some key trends in the evolution of creativity in print advertising:

1. *Visual storytelling*: Print ads have evolved from simple, text-heavy ads to visually compelling campaigns that use images to tell a story. Ads now use eye-catching visuals, bold colors, and creative layouts to capture the audience's attention and create emotional connections.
2. *Emphasis on brand identity*: Print ads are now designed to communicate a brand's values, personality, and unique selling proposition. Ads are created with a focus on brand identity and are designed to be instantly recognizable to the target audience.
3. *Interactive print ads*: With the advent of digital technology, print ads can now be interactive and personalized. QR codes, augmented reality, and other technologies can be used to create an immersive experience that engages the audience and increases brand recall.
4. *Use of humor*: Humor has become a popular tool in print advertising. Funny ads can create an emotional connection with the audience and increase brand recall.
5. *Socially conscious messaging*: Print ads are now being used to promote social causes and to communicate the brand's commitment to social responsibility. Ads can create a positive brand image and generate goodwill among consumers.
6. *Integration with digital media*: Print ads are now designed to be part of an integrated marketing campaign that includes digital media. Ads can be designed to drive traffic to the brand's website, social media pages, or mobile apps.

Overall, the evolution of creativity in print advertising has been driven by a need to adapt to changes in consumer behavior, technology, and media consumption habits. Print ads are now more visually compelling, interactive, and designed to communicate a brand's unique identity and values. The use of humor, socially conscious messaging, and integration with digital media has become common in print advertising, demonstrating the importance of staying relevant and strategic in today's rapidly changing market.

Here are some statistics that highlight the relevance of print media in today's era in the Indian context:

1. Print media continues to be the second-largest media platform in India, following television. (BARC India, 2021)
2. The print media industry in India is projected to reach a market size of INR 305 billion (approximately USD 4.2 billion) by 2024. (IBEF, 2021)
3. The print newspaper industry in India has a readership of over 400 million people. (Statista, 2021)
4. Newspaper advertising spending in India is projected to reach INR 192 billion (approximately USD 2.6 billion) in 2021. (Statista, 2021)
5. 54% of urban Indian adults read newspapers, and 45% of those readers take action based on newspaper ads. (Nielsen, 2021)
6. 45% of Indian adults read magazines, and 53% of those readers take action based on magazine ads. (Nielsen, 2021)
7. Print advertising can have a positive impact on brand perception in India, with studies showing that print ads are considered more trustworthy and authoritative than digital ads. (Exchange4Media, 2021)

These statistics demonstrate that print media continues to be a relevant and valuable advertising medium in the Indian context, and businesses can benefit from incorporating print advertising into their overall marketing strategy. Despite the rise of digital media, print media still holds a significant share of the advertising market in India, and continues to be a trusted and credible source of information for many consumers.

1. *Amul - "Utterly Butterly Delicious"*: Amul's print ads are famous for their quirky and humorous approach. The brand's iconic "Utterly Butterly Delicious" ad campaign featuring their mascot, the Amul girl, has been running successfully for decades.
2. *Fevicol - "The Ultimate Adhesive"*: Fevicol's print ads are known for their innovative and creative approach. Their "The Ultimate Adhesive" campaign showcased various objects, including a truck, a bench, and even a tree, held together with just Fevicol.
3. *Tata Tea - "Jaago Re"*: Tata Tea's "Jaago Re" campaign aimed to create social awareness and promote activism among the public. The ads featured powerful messages related to various social issues, including corruption, education, and healthcare.
4. *Nike - "Da Da Ding"*: Nike's "Da Da Ding" campaign aimed to encourage women to take up sports and lead an active lifestyle. The print ads featured women athletes and their inspiring stories.
5. *Vodafone - "Hutch Dog"*: Vodafone's "Hutch Dog" campaign featuring a pug became hugely popular in India. The ads showcased the pug's adventures and

misadventures in various situations, and the tagline "Wherever you go, our network follows" emphasized the brand's strong network coverage.

6. *Lifebuoy* - "Help a Child Reach 5": Lifebuoy's "Help a Child Reach 5" campaign aimed to create awareness about the importance of handwashing. The ads featured children in rural areas, and the message was focused on the fact that handwashing can save lives.
7. *Cadbury Dairy Milk* - "Kuch Meetha Ho Jaaye": Cadbury's "Kuch Meetha Ho Jaaye" campaign showcased the brand's chocolate as a way to celebrate and bring people together. The ads featured people from all walks of life coming together and enjoying Cadbury Dairy Milk.
8. *Asian Paints* - "Har Ghar Kucch Kehta Hai": Asian Paints' "Har Ghar Kucch Kehta Hai" campaign aimed to highlight the importance of the home in people's lives. The ads featured different homes and the stories of the people who lived in them, emphasizing the role of Asian Paints in helping them create a beautiful living space.
9. *Airtel* - "Har Ek Friend Zaroori Hota Hai": Airtel's "Har Ek Friend Zaroori Hota Hai" campaign showcased the brand's strong network coverage and emphasized the importance of friendship. The ads featured groups of friends and their adventures, and the tagline "Jo Tera Hai Wo Mera Hai" highlighted the idea of sharing and caring among friends.
10. *Maggi* - "2-Minute Noodles": Maggi's "2-Minute Noodles" campaign became synonymous with the brand's quick and easy-to-cook noodles. The ads featured kids and their mothers enjoying Maggi noodles in various situations, emphasizing the brand's convenience and taste.

Print ads can influence consumer behavior in several ways:

1. *Attention-grabbing*: Print ads can catch the consumer's attention by using bold colors, images, and interesting headlines. An ad that stands out from the rest can help create an initial impression that the product or service is worth considering.
2. *Brand awareness*: Print ads can help create brand awareness by featuring the brand's logo and consistent branding elements. Consistent branding can help create a sense of familiarity and trust among consumers, which can increase the likelihood of choosing the brand over competitors.
3. *Persuasion*: Print ads can persuade consumers to try a product or service by highlighting its benefits and unique features. The use of persuasive language and compelling visuals can create a desire to purchase the product or service.
4. *Emotional appeal*: Print ads can use emotional appeal to connect with consumers and make a lasting

impression. An ad that evokes positive emotions such as joy, humor, or nostalgia can create a favorable impression of the brand and increase the likelihood of purchase.

5. *Call to action*: Print ads can include a clear call to action that prompts consumers to take a specific action, such as visiting a website or making a purchase. Including a sense of urgency, such as a limited-time offer, can also encourage consumers to act quickly.

Print ads can have a significant impact on brand perception. They can establish a brand's identity, shape its image, convey its personality, enhance its reputation, and increase brand recall. A well-executed print ad can help create a favorable perception of the brand, ultimately leading to increased sales and customer loyalty.¹⁻⁵

Here are some ways in which print ads can affect how consumers perceive a brand:

1. *Brand Identity*: Print ads can reinforce a brand's identity by using consistent branding elements such as logos, color schemes, and taglines. This consistency can help establish the brand's identity in the consumer's mind, creating a clear and distinct image.
2. *Brand Image*: The visual and textual elements of a print ad can affect how consumers perceive a brand. An ad that uses high-quality images and compelling copy can create a positive image of the brand, whereas a poorly designed ad can have the opposite effect.
3. *Brand Personality*: Print ads can help communicate a brand's personality by using language, tone, and imagery that aligns with the brand's values and attributes. A print ad that conveys a brand's personality effectively can create an emotional connection with consumers.
4. *Brand Reputation*: Print ads can influence a brand's reputation by communicating its values, mission, and history. Ads that showcase a brand's commitment to social responsibility or highlight its achievements can enhance its reputation.
5. *Brand Recall*: Print ads can increase brand recall by featuring memorable images, catchy taglines, and persuasive messages. A well-designed and strategically placed print ad can help keep the brand at the top of the consumer's mind, increasing the likelihood of future purchases.

2. Conclusion

This research paper has explored the power of creativity in print advertising and its relevance in today's market. Through an in-depth analysis of existing literature and case studies we have found that creativity is a crucial element in the success of print advertising campaigns.

Creativity in print advertising can help capture the audience's attention, create emotional connections,

communicate brand values, and increase brand recall. However, creativity needs to be strategic and relevant to the target audience to be effective. It is important to understand the target audience's needs, preferences, and behaviors to create compelling and relevant print ads.

Furthermore, the study has revealed that creativity in print advertising has evolved over time to adapt to changes in consumer behavior and media consumption habits. Digital technology has provided new opportunities to create interactive and personalized print ads that can enhance the consumer experience and increase engagement.^{6,7}

Overall, the findings of this research paper demonstrate that creativity in print advertising is still relevant and powerful in today's market. Creativity can help cut through the clutter of advertising messages and create memorable and impactful campaigns that can increase sales and build brand loyalty. However, it is important to remain relevant and strategic to be successful in today's rapidly changing market.

3. Source of Funding

None.

4. Conflict of Interest

None.

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Cite this article: Thakkar KY, Ganatra NJ. The power of creativity in print advertising: A study of its relevance in today's market. *J Manag Res Anal* 2023;10(3):169-172.