

Q1 Explain the necessity of legal restriction in creative writing

Ans 1 Legal restrictions are basically restrictions that regulate what advertisers can and can't do. An advertisement is any word, letter, model sign, placard, board, notice, device or representation for the purpose of advertisement, announcement or direction for display or advertisement.

In every instance of creative writing for advertisement four factors get affect

- The advertiser or the person on whose behalf the advertisement comes.
- The advertising agent who creates the advertisement and gets it published.
- The publisher or medium who publishes the advertisement.
- The subject matter or article advertised.

While writing a copy a person has to be aware about various laws governing the outdoor, radio, TV, print and the power of media makes legal restrictions in creative writing ~~is~~ very necessary.

In absence of legal restrictions the advertiser may create advertising copy for products that are hazardous and are prevented under various laws.

Through it the copy writer can ensure that advertisements observe fairness in the competition and doesn't cross the boundaries laid under law.

If there are no restrictions then copy will trend obscene, defamatory publication, publication of letters and statements creating or promoting disharmony/enmity in the society. In extreme conditions in absence of restrictions the copy may include hiring of fringe elements or inciting violence, terrorism and criminal offenses.

Legal restrictions create a sense of fear in minds of those who tend to use advertising for unlawful activities.

Through legal restrictions public advertisements of alcohol, cigarette health harming drugs and unnatural medicines etc can be avoided.

Legal restrictions against puffery compels the advertiser to stay truthful and not misguide society specially children and youth. Legalities compel the copywriter to refrain from depicting any race, caste, nationality.

Due to legal implications creative writing stays clear of advertisements against the constitution of India, and presenting criminality and unlawful behaviour as desirable.

Thus through the above mentioned it is evident that legal restriction is the need.

Q2 Which corporate campaign do you admire. Elucidate. Any five. 5 Marks

Ans 2 There are a small number of campaigns that stand out. The brands behind these campaigns decide to take risk and approach advertising from a refreshing point of view.

a) Always - "Girl Emojis"



Idea: This ad formed part of the #LikeAGirl campaign, which launched in 2014 to tackle the stereotypes society has created that impact young girl's confidence. Last year's campaign turned its attention to sexism in emojis.

Strategy: The brand rallied girls to call for the creation of non-stereotypical emojis - After launching its film, ideas for new emojis came in and the brand responded.

Effectiveness - The video was the number one advert on YouTube in March 2016.

b) Share the load - Ariel campaign

Idea - The laundry detergent brand set out to change the cultural inequality where 95% of the work is done by women. The goal of the campaign was to have men share the job.

Strategy - The company conducted a survey which found the majority of women felt they had a second job at home doing household chores. The strategy was to place tags "This fabric can be washed by both men and women". It also convinced dating sites to use the "Share the load" slogan as a woman's selection criteria.

Effectiveness - The brand doubled its sales targets and 28% of people recalled the advert.

c) Burger King - "McWhopper"

Idea - In honor of Peace Day, Burger King reached out to McDonald's to create a mashup of their two iconic burgers.

Strategy: Everything was planned behind the scenes to publicly get a reaction from McDonald's. Burger King created a dedicated website for the proposal, alongside ads in two national newspapers, billboards ads and social media outreach.

or which corporate campaign copy did you like the best. Elucidate any five.

~~idea~~ - Effectiveness - Burger King's proposal was met with a lot of public support. The campaign got 8.9 million media impressions and became the top trending topic on Facebook & Twitter.

d) Manulife - "The price of living 2040"

Idea - As cost of living in Hong Kong rose to the second highest level in the world, people living in the city stopped thinking about saving for retirement, posing a significant threat to Manulife's retirement insurance business.

Strategy: Manulife placed ads about the cost of living in 2040 across bargain sites to surprise people when they were looking to save money and raise awareness about the importance of retirement savings.

Effectiveness - These videos were viewed 1.22 million times and generated comments on social media. Research after launch showed that Manulife became the preferred brand for retirement solutions among major competitors.

e) Microsoft X Box - "Tomb Raider Survival Billboard"

Idea - Xbox wanted to engage gamers in the relaunch of the popular game franchise during the busiest period of the year for new releases.

Strategy - Xbox erected a billboard in central London which eight gamers had to stand through simulated weather - including blizzards, rain, or extreme heat - all of which were controlled by the public via a livestream. The winner lasted 22 hrs on the billboard.

Effectiveness: The single billboard went around the world through live streams on Twitch and Xbox dashboard. It received 1000 weather votes per hr and people walking past it stayed for average 8 minutes - much longer than the eight second dwell time for regular billboards.

Q3 Explain how ideas are formed and what kind of factual material are important for effective copy. 3+7

Ans 3) Ideas do not magically generate within the brain. In actuality, a thought is made up of a bunch of activity through various interconnected neural networks. Ideas are just connecting things.

Idea is a new combination and the ability to generate new combinations comes from the ability to see relationships between different elements - The first and second principle are as under

a) The first principle is that idea is nothing more or less than a new combination of old elements

b) The second important principle is that the capacity to bring old elements into new combinations and thus depends largely on the ability to see relationship consequently the habit of mind which leads to a search for relationships between facts becomes of the highest importance in the production of ideas

1) Gathering raw data - Raw data are collected from the environment. What we hear, see, feel, smell becomes raw data.

2) Deciphering raw data - Different data are analysed and brought together. What is sought now is a relationship, a synthesis where everything will come together in a new combination.

3) Unconscious processing - This phase is where no effort of a direct nature is made. In this phase, turn the problem over in unconscious mind and let it work. During this phase the problem should be dropped and the artist should look for anything that stimulates the brain like music, poetry etc

4) Idea appears - The idea comes when we least expect it to come, just out of the blue. - Actually it is the result of all the processing that went on in the unconscious mind.

5) Idea meets reality - Don't hold back the idea, it has to be opened to scrutiny. Good ideas are self expanding. It should be opened to criticism and the possibilities that have been overlooked will come to light.

The raw data travels through all these stages to transform itself into idea and the idea further goes on to become a creative entity.

The kinds of factual materials <sup>that</sup> are important for effective copy are very many. Before a word gets written it's essential to understand the needs of the audience and also the product and the brand. Thus lots of factual materials are collected through various researches. These factual materials form the backbone of the copy that gets written.

The factual material collected are through various kinds of researches which are as follows:-

- 1) Product research - matters determining the product vis-a-vis its PLC stage, USP, brand, positioning, brand image, equity etc
- 2) Corporate research - Corporates background, image, market precepting, pricing etc
- 3) Competitive analysis - Identifying the competitors and evaluating their strategies their strength and weaknesses relative to those of the product or service under study.
- 4) Audience research - It involves identifying the audience and collecting data related to their average age, sex, FLC, SEC, location, beliefs, opinions etc
- 5) Media research - This involves studying the media in which the advertisements will appear and designing copy as per the data and needs of the media

In conclusion it can be assessed that although copywriting is an art but behind the artistic exterior lie data collected through extensive research based on scientific ideologies -

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