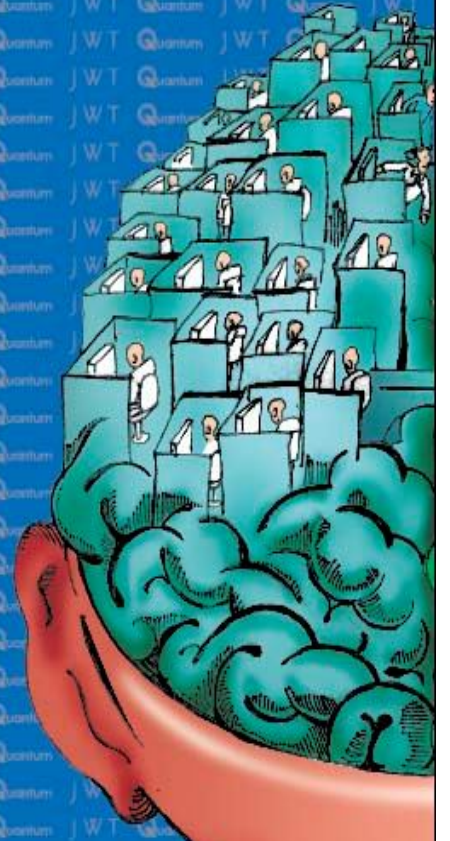
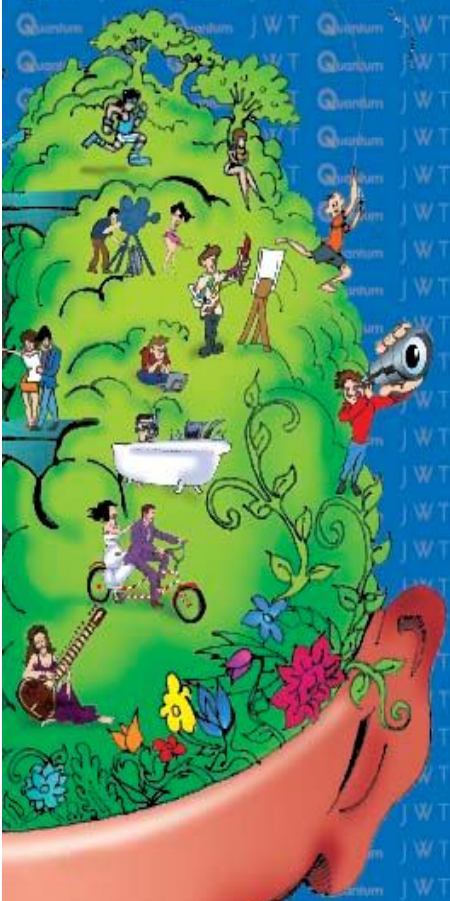


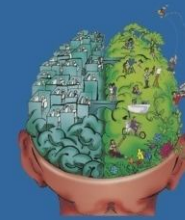
THE IDEA VS THE MARKETING MAN

JWT Quantum
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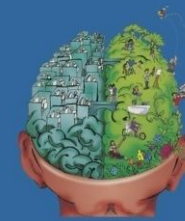


The Idea Vs The Marketing Man



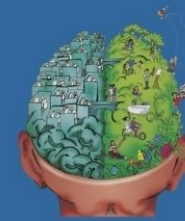
The Idea Vs The Marketing Man

- The consumer is **more evolved** than he is known to be.
- He is thinking “**thrive**”; we are thinking “**survive**”.
- Why is advertising **working against us** and not for us?



The Barriers

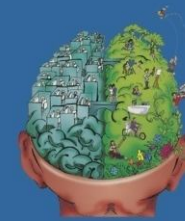
1. Talking down to the consumer.
2. The consumer phobia.
3. The category traps.
4. Advertising realism.



Barrier 1:

Talking Down To The Consumer

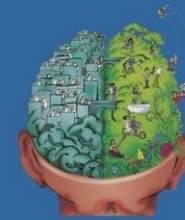
- The language between product and consumer is the **language of creative ideas**.
- Ideas must **interact** and not **instruct**.
- WE **talk down** to consumers.
- The tone of communication **undermines the insight rather than cooperates** with it.
- Common failing is to **replay** their life.



Barrier 2:

The Consumer Phobia

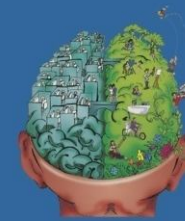
- Rural consumer is “dumb” and doesn’t understand ideas.
- Their external manifestation is **not in sync** with their internal transformation.
- A brands is the key to unlock aspiration of consumers.
- The rural consumer phobia stems from the **lack of understanding**.
- Stop talking to the outer body, start talking to the **inner soul**.



Barrier 3:

Category Traps

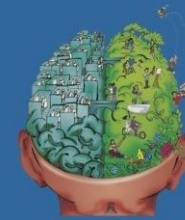
- **No USP**
- Assumptions
 1. 90% of brand custodians are suffering from volume and margin erosion.
 2. Research companies are trying to find out why it is happening?
- Value for money or **Money for value.**
- Starting point for ideation is to assume that there is **no USP.**
- Consumer is looking for **unique, modern, popular and likeable cues.**



Barrier 4:

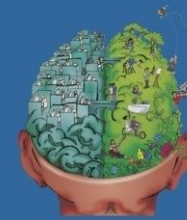
Ad Realism Loses Its Value

- **Formula** driven.
- Local advertising weighs heavily on the **rational** side.
- We **lose the plot** when we don't have fun.
- Great advertising boards on **surrealism**.
- Exercise **creative license**.
- You are licensed to **break the rules**.



Summary

- Decision making and **ownership** comes from the **top**.
- Brand Managers must be licensed to **break the rules**.
- **Eliminate layers** of approval. There should be a maximum of 2 layers of approval.
- Working at **gunpoint** makes relationships unproductive.
- **A marriage made in heaven**.
- Make up your mind - is he “**dumb**” or is he “**king**”?



Fighting the cause for the consumer.

Thank you

