



# *Panaehe*

**your monthly dose of marketing**

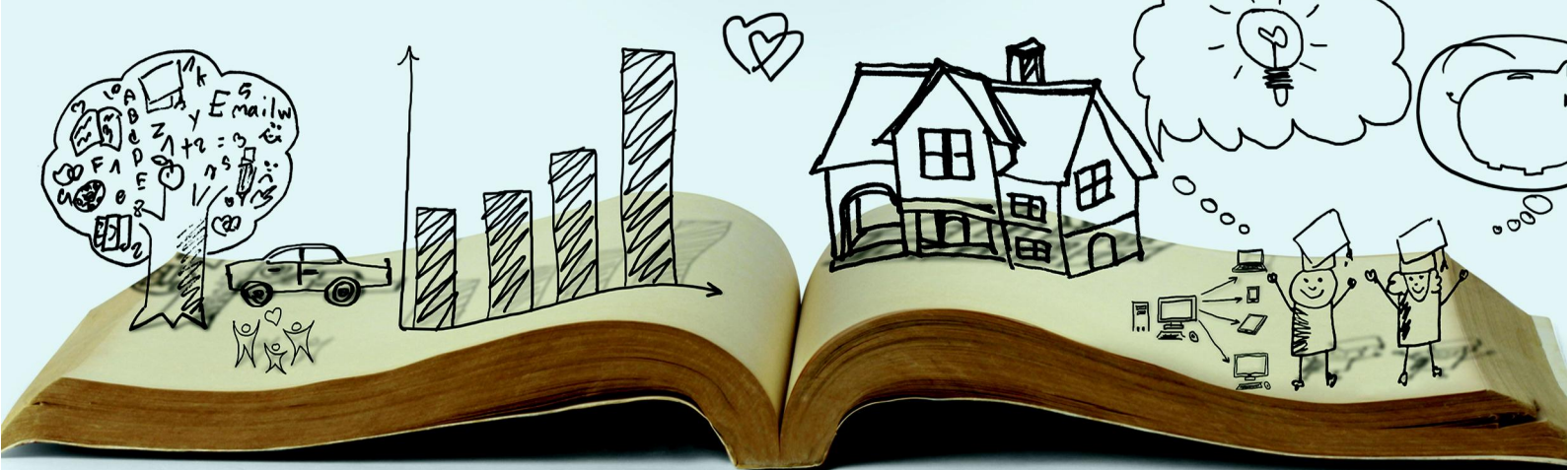
*August '15 Edition*

*The*



*of*

**storytelling**



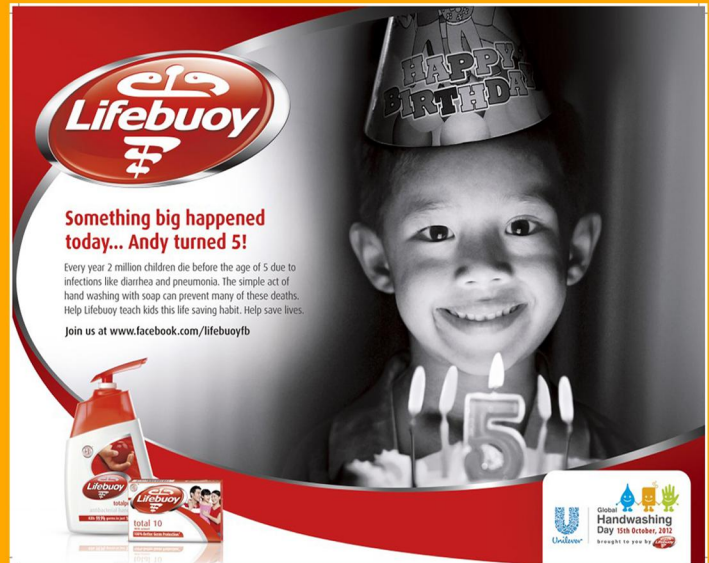


# STORYTELLING IS NOT JUST FOR CAMPFIRES



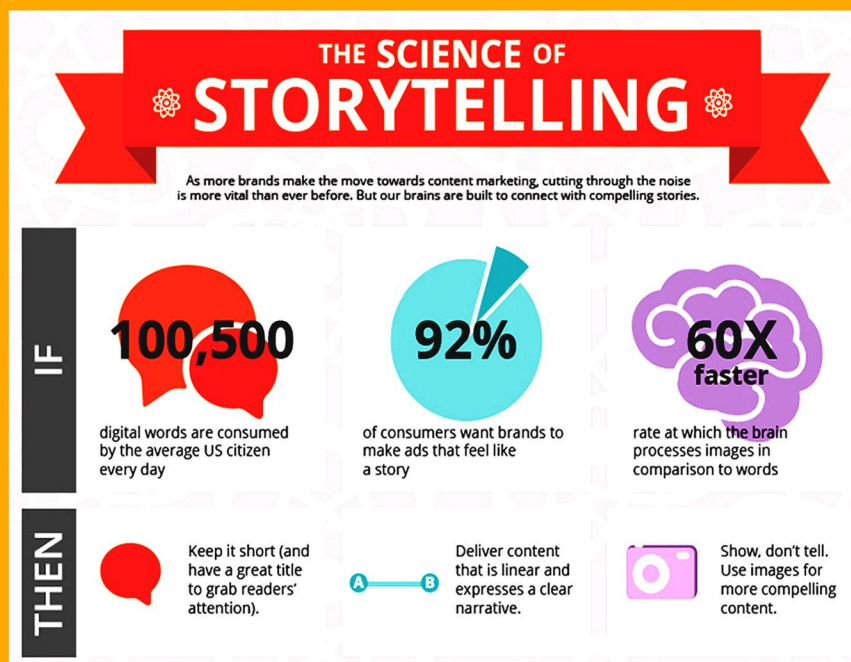
- Swati Geriani, PGP1

With the average attention span of online visitors shrinking to about eight seconds, marketers are trying hard to uncover how to build immediate connections. “Brand Story Telling” is currently the biggest buzz trend in marketing. Stories have enthralled us all across the world timelessly. Since the time immemorial, story tellers have been honing the art of creating compelling content that immediately hooks people in. Though Social networks have become the virtual campfires we sit around to tell our tales, some of us are better at spinning yarns & holding audience’s attention and it’s same with brands. Stories are powerful in creating the connections and they reach to a larger crowd. But it’s not about shoehorning a story into multimillion dollar TV ad, it’s about crafting that 3-4 minute video that rhymes with minds of audience that invokes them to believe that “Life is like this”.



One and a half minute of Google Chrome video “Dear Hollie” shows a father using its products to share the memories with his daughter as she grows up. It mustered overwhelming response from the audience because it stirred the emotions & everybody could see themselves as the central character. The 3 minute ad campaign “Help a child reach 5” by Lifebuoy was a viral in 2013. The FMCG Giant made such a strong emotional connect with the masses that it raked in 1.5 million views in first three weeks of being launched.

How does it pulls your mind? Brand story telling is part art and part science. When reading straight data, only the language parts of our brains work to decode the meaning but when



we read a story not only do the language parts of our brains light up, but any other part of the brain that we would use if we were actually experiencing what we're seeing becomes activated as well. What this means is that it's far easier for us to remember stories than cold hard facts because our brains make little distinction between an experience we are seeing and one that is actually happening.

Media can create these massive story telling arcs that provoke much more emotion than any of the special offers or the announcement of a new store opening. And it is heartening to

see brands adopting storytelling because a story that delves into customer's personal life and challenges will stick with viewers long after they move from the marketing materials.



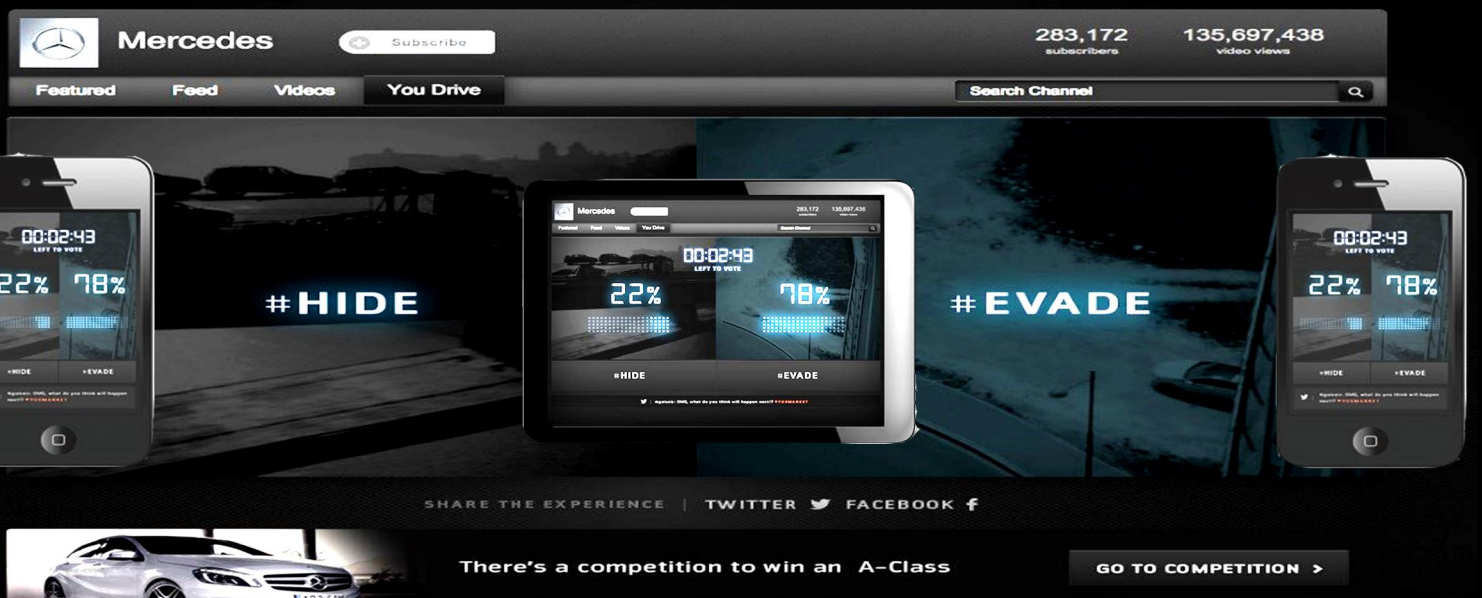
# The A-Class Marketing

- Srikanth Sridhar, PGP1

With the launch of A-class, their new hatchback, Mercedes wanted to portray themselves as a younger, dynamic brand. Dave George, Marketing director of Mercedes Benz UK said, "It's a modern Mercedes-Benz that encourages people to do what we know they enjoy - to get involved. In doing so, we hope to really cut through, and create a positive, lasting impression on their view of the brand."

To launch its new A-class, Mercedes came up with an interactive TV ad campaign which invited the audience to complete the story via Twitter. Mercedes effectively took story-telling based marketing to a whole new level. The ad started off with a 30 second clipping during the first commercial of "The X-factor" in UK on 6th October 2012, which showed a TV music star aided by a female accomplice driving in the A-class being chased by cops. Viewers were then invited to visit the Mercedes' YouTube channel and choose between different scenarios and how the story could be driven. During the second commercial of the show, the scenario which received the most votes was broadcasted. For the final ad, viewers could customize the ending of the ad online, and the most popular scenario was aired the next day.

By using this technique, Mercedes effectively captured a younger generation of audience who were tech-savvy. Mercedes was targeting a much younger audience for the A-class, than those who would normally be driving an Audi or a BMW. It was also the first time a Twitter campaign was used to drive the story of an advertisement. While TV based advertising had been steadily losing out when compared to social media advertising, the #youdrive campaign combined both forms of media by allowing the users to create a narrative.





# Once upon a time...

- Athulya Santosh Kumar, PGPI

Once upon a time, in a land far away...

Who doesn't remember these magical words from our childhood? Sitting wide eyed at the feet of a kind grandparent, and breathlessly hanging on to their every word. However unlike several other things that we have left behind in our childhood years, our fascination for stories has managed to continue forth into our adult lives. The classic rags-to-riches stories, the quest of the underdog for glory or the simple triumph of good versus evil still manages to pull at our heartstrings and make us pay attention.



For example, what first comes to your mind when you think of beer? Carefree days and good times with friends perhaps? The creative folks at Guinness saw more than that and created a beautiful advertisement with a simple plot that spoke directly to the hearts of the people. The ad shows a group of men playing wheelchair basketball and

enjoying a pint of Guinness together. The plot twist, and this is what captures the imagination of the viewer, is that only one of the men actually needs a wheelchair and his friends are exceptional gentlemen who take the extra effort to make him feel happy and included. Oh and incidentally, they also drink Guinness beer. As the smooth male voice at the end of the ad tells the viewer, "Dedication, loyalty, friendship - the choices we make reveal the true nature of our character", the unsuspecting consumer's brain has already registered a connection between the fine gentlemen and Guinness beer. Well played Guinness, well played

Google also brought out a moving advertisement which tells the story of two adorable old men, residing on either side of the India-Pak border, who are reunited after several long years through their young tech savvy grand kids and naturally, the omnipresent Google. Even the most cynical of consumers, will be hard pressed to prevent their eyes from misting over as the old men embrace and the Google logo tastefully comes into focus.



Last but not the least, in a very elaborate but absolutely brilliant example of brand story-telling, Lego managed to create an entire movie, 'The Lego Movie' around the product. The movie is essentially a 90 minute advertisement for the much loved product but is engaging enough to keep both kids and adults entirely entertained and everybody walks away with a new love and respect for the classic toy. The fact that at the end of the day, the product is nothing but a few colored plastic blocks is entirely forgotten and that really says something for the power of creative marketing and its role in product development.





# MASHTRIX



Yet another kaboom from MaSh. Not trying to blow one's own trumpet, but the hooting and cheering that prevailed all throughout the event is testimony to the success of the event. While the sections engaged in a war of brands, sledging their opponents mercilessly, this could not have been more entertaining. Be it an impromptu display of skill in the adcharades or the thoughtful execution of excellent skits, we could not have asked for more. Although it was "SecC", that won in the end, it was actually a win for all of us. I believe this event reinforced the bonds between section-mates and that they will cherish these wonderful memories throughout their lives.

## MaSh JCs - 2015

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