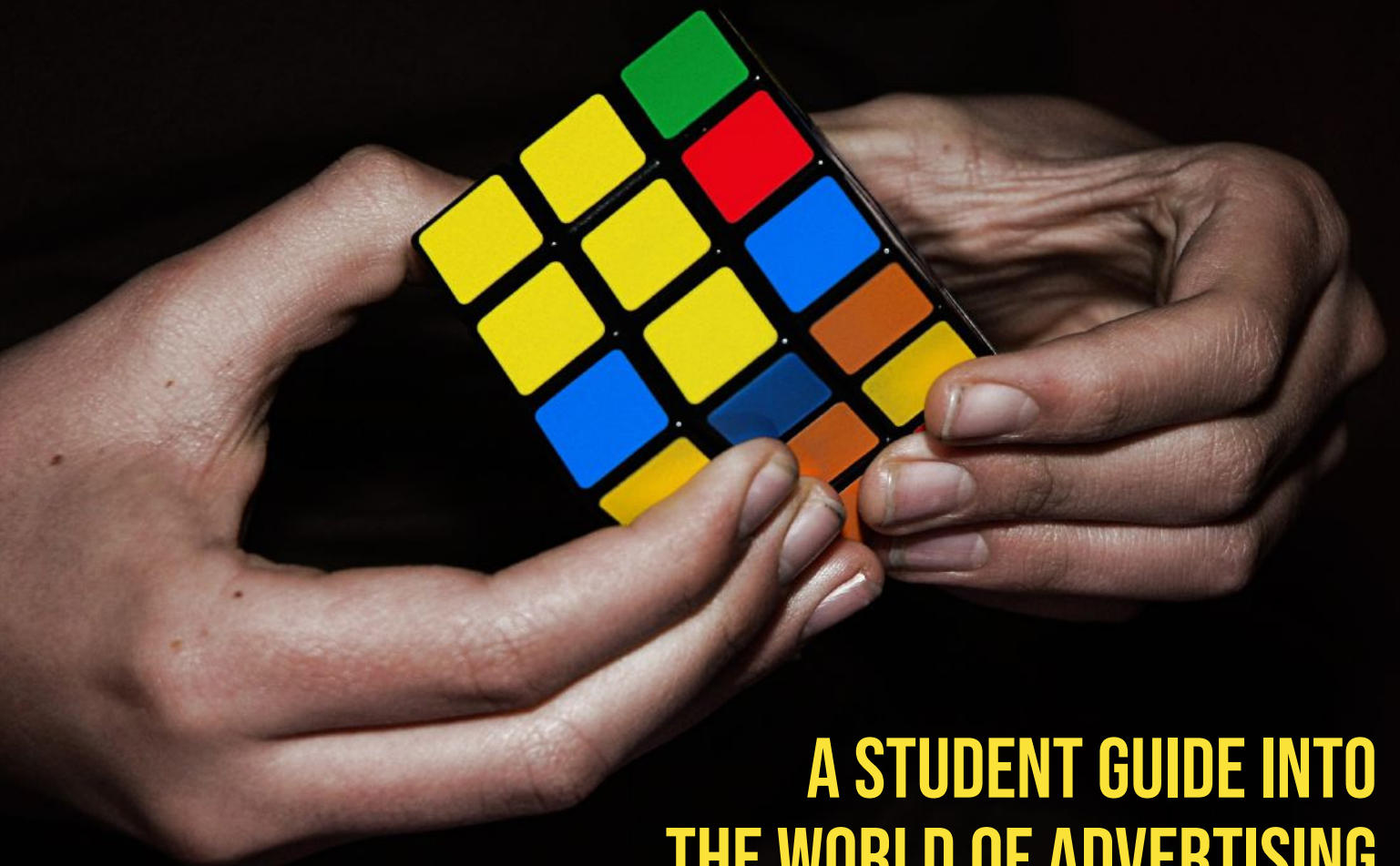


SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION

VIGYAP

Issue 1, August 2020

CRACKING ADVERTISING AS A FRESHER



A STUDENT GUIDE INTO
THE WORLD OF ADVERTISING

CRACKING ADVERTISING AS A FRESHER

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We thank the students of Batches 2021 and 2022 for their support, and welcome the Batch of 2023 as they embark on their new journey at SCMC.

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FROM OUR HEADS, TO YOURS

FROM THE DIRECTOR'S DESK



**Dr Sreeram
Gopalkrishnan**
Director, SCMC

The new initiative of a newsletter for Advertising is born at a time of a pandemic. The fact that our students did not hesitate for things to come back to normal to launch the magazine is an eloquent testimony to their resilience and commitment. It also lays to rest the fears of many of us about the future, which is actually in safer hands than ours. Too long have the millennials been doubted upon by all and they will now lead us in the fight against a world brought down by a virus.

Advertising has been changing and now it has gone even further than expected. It is breaking free of channels and mediums. Armed with unprecedented levels of data on life it has burrowed itself into hitherto uncharted terrain. But the basics remain the same - the art of the story! The story narrative was captivating around the prehistoric fire and is captivating in the digital realm too. The tools change, humans remain somewhat the same.

Nothing better to capture the ideas, developments and the shifting contours of the advertising business than Vigyap. The design and layout are outstanding (Jaskirat, take a bow!) and the content appears promising. All the very best to the AD group of Batch 2021. May your value proposition last forever!

AN INTRODUCTION TO VIGYAP

by Mallika Mansuri

Vigyap started as an initiative to bring together the best works of the students and portray itself as the creative portfolio of our institution. It is a place for every student who is passionate about advertising, filmmaking, conceptualizing or simply generating content in any form, to showcase their talent on a professional scale and have an edge with a refined, well-crafted collection of their works. Motivating them to

experimenting with versatile and challenging mediums and ideas through this platform, we don't just aspire to be the one-stop destination for creativity and ideas, but also encourage and push students to create something epic every day. Moving beyond the 'out-of-the-box' narrative, Vigyap doesn't wish to be contained in a box to begin with.

It is with great pride and pleasure that we bring the inaugural issue of the Vig-

yap Magazine to our readers, where we shed light on the journey of Advertising, from inception to how it has crossed the mere transactional function and become a part of our everyday lives. This is to the point that today, Advertising has transgressed geographic boundaries and continues to influence lives and garner popular support by making its mark through technology, even in the most trying of times.

COVER STORY

A SHIFT IN PARADIGM: PORTFOLIO PANIC

By Mallika Mansuri & B Shashank,
Heads of Advertising Club 2020-21



“Sell me this pen,” Leonardo DiCaprio as Jordan Belfort in *The Wolf of Wall Street* (2013)

Advertising is the art of selling through persuasion, in the sense that you make a compelling and attractive story to make your audience want to “want” what you’re selling. What makes it different from a cold sales call is the story that you craft, and what makes the story one that people want to listen to, is how well you create it.

In that sense, Advertising is not entirely, but largely linked to creativity, for anyone looking to make their mark in the industry, they wouldn’t need to be a ‘know it all’ creative genius but have a basic eye for what constitutes as ‘out of the box’ thinking and what doesn’t.

A portfolio is a collection of your work pertaining to the field you want to work in, students and even professionals have exhaustive design portfolios when applying for jobs or schools that call for the expertise in that space, and the same goes for Advertising as well. Since the time that digital marketing and social media took off, advertising communication has become synonymous to a term that was born out of the internet, ‘content creation’, and because what exactly falls within the fence of advertising is hard to put a pin on, lot of young age digital agencies now look at content generation as a criteria to judge your creative

thinking.

They are a great way to demonstrate the competencies you would list on a resume or talk about in an interview — they allow you to show and not just tell. During a job search, the portfolio showcases your work to potential employers. It presents evidence of your relevant skills and abilities. Artists, interior designers, cake decorators, graphic designers, writers, teachers, architects, and others in visual professions have been documenting their work in portfolios for years. At the end of the day, media content creators would fall under one of these categories or would be working for brands

or people who fall under one of these categories. Today, any professional in any industry can and should consider starting a portfolio.

Times are constantly evolving; companies are rethinking their hiring processes. Human Resource departments are constantly on the hunt for strong right-brain thinkers as much as they are for left-brainers too. In fact, statistics suggest, that most of the start-ups all around the world value hires with a strong portfolio rather than a hire with a strong academic performance. This goes on to question the education system of colleges and universities training students in the field of Mass Communication and Advertising, since media institutes being the factories producing the future content creators must develop a system that values quality content as much as it values academics. Only such an environment can generate quality content creators and get them ready to take on the heavy competition that the industry is going to throw them in the middle of.

Students from the field of media, owing to the wrong idea provided by our educational system are spending time and effort on maintaining a good academic record while keeping the portfolio on the backseat. It takes, thought and belief to create content that is of good quality, and unless one practices the art of thinking, believing and creating, one cannot enhance his/her/their creative abilities which would lead to a struggle later on in the industry. This means that assignments, courses, activities and assessment methods in media colleges must begin focusing on building their students’ portfolios as much as they focus on improving the academic performance and results. The idea that the highest scorer is the brightest student is long gone, a good academic record in today’s media

industry is just a simple additional benefit, while a good experience and a resume speaks volumes of the value that an employee can provide the employer, in today’s world.

Your portfolio narrates your creative journey, and gives your employer an insight into how you think. And even if you don’t have one yet, there’s no need to go down the portfolio panic vortex, because building your portfolio is fun! It’s like a time capsule, capturing where you were vs how far you’ve come, it tells your story through your writing, your designs and your pictures. Industry experts often suggest for students to have a diverse portfolio and experiment with different mediums- if you’re into copywriting, also try your hand at scripts for ad films, if you’re into filmmaking, why shy away from visual communication design, and if you’re more of “the brains behind the ad” kind of person, then why not go ahead and fabricate your strategy into a student made campaign!

While these things are easier said than done, we all need a push to go ahead and put down what’s been lurking in our heads, onto our screens. For some creators and strategists, ideas and insights come out of thin air, they don’t need a framework to give them a direction, but for most of us, myself included, I work best when I know what is expected of me and when I’m presented with a brief, I feel like there is a problem I have to solve and find the best possible way to solve it, and that’s when my content creation process starts, and my portfolio panic reduces.

Creating quality content is an art, where if you think enough and believe enough, the creation automatically manifests itself and once you experience the satisfaction you get after giving life to your scripts and ideas, you would only want more of it.



The Vigyap Logo, Explained

A Rubik’s cube is very often seen as a metaphor in popular culture for intelligence and the ability to exercise your mind into solving problems and figuring out a solution, just like Advertising expects you to solve problems in a way that’s different but your own. The logo is a symbol for your first step in the Advertising Industry and assures you, that if you have all but one side figured out, the last one isn’t far behind. Cracking Advertising doesn’t require genius intellect or knowledge of the all the world, all it requires is a will to solve problems, and a mind drawn to great ideas.

“Think. Believe. Create” - the philosophy of Vigyap, points to content creation being a three-part process, where you start by thinking of a strategy picking the best idea, moving to believing in your idea and giving it a form, and finally, bringing it to life through seamless execution.

CRACKING ADVERTISING AS A FRESHER

LEARNING BY OBSERVATION

BEYOND THE SCREEN: EXPERIENTIAL ADVERTISING

By Rayyan Khan

NUTELLA'S 'EVERYONE WILL LOVE' CAMPAIGN

Did you know? The amount of Nutella produced per year weighs as much as the Empire state building. After all, who doesn't like Nutella? Nutella took over Westfield London by hosting an experiential marketing campaign giving its fans a chance to win their ultimate day out. Participants had to draw an image of their idea of a perfect day out on a Nutella Toast, running their imagination wild. Winners got a chance to experience exactly what they drew!



OREO'S 'TRENDING/VENDING' CAMPAIGN

Oreo cookies now are over a decade old. Being the most recognizable cookie in the world, Oreos not only consists of a delicious cream, but also a tradition. In 2014, the parent company, Mondelez International, brainstormed the idea of combining 3D printing, Twitter and the Oreo cookie classic itself, all into one creative experience. Customers would be able to experience a unique flavoured, 3D printed Oreo, that would be determined by the flavours trending on Twitter at that very instance. Mondelez International had reported that the experience was "deliciously hyper-personalized and customized snacks based on real-time data collection." Our main takeaway from this is that the experiential strategy does not always involve the product. Thus, associating with a powerful message is everything!



VISIT MUSEUMS ALL AROUND THE GLOBE: A VIRTUAL TOUR

By Rupali Tripathy

Museums bring life to the art we read about, the ones we analyse and perceive in our very own ways. It allows us to experience history, art and culture, and suddenly, all those words that we have read are more than just words. They are real and we can feel it as we see it. The spatial experience of being present in a room with such beautiful art that represents the journey of humankind is something indescribable.

Due to a global pandemic resulting in a mass-lockdown, visiting museums is impossible. So here's the next best thing for all of us: 'The Virtual Tours'.

Over 2,500 museums around the world are offering virtual tours guiding us through Google Street View, Google Art and Culture, or through their website. While it isn't the same feeling, it's about as close as we can get right now.

Virtual tours are not something that the museums advertise for the mass. The only way you will know about these virtual tours is if you are an aesthete, who understands the value of museums and pulchritude, or somebody who is a travel buff. This type of concept or advertising comes under Niche advertising -

advertising to a specific target segment.

As an art enthusiast, one would probably know about the Louvre Museum in Paris which is the largest art museum in the world. Cost of the tickets for visiting the museum physically is around 17 to 25 euros. This iconic historical monument offer tours for some of its most popular exhibits like Michelangelo's work and Egyptian antiques. This virtual tour is free for all and is available on their official website. We get a 360-degree view of the museum, and there are certain artefacts clicking on which gets you additional information on their history and their placement in the museum.

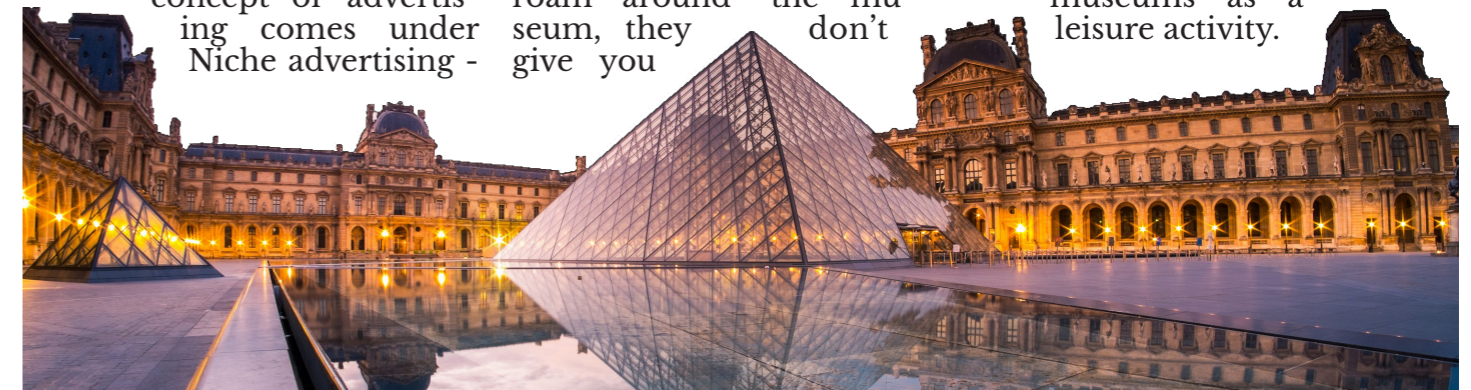
Why are they letting people see everything without spending a single penny? Here's what you need to keep in mind - while they allow you to look through the museum, it is just a teaser. This whole experience of a virtual tour makes you want to visit the museum even more than before. They let you roam around, and learn about the artefacts and exhibits, but they also talk about the spatial settings of the place which evokes an urge to visit the museum. Even as you roam around the museum, they don't give you

information about every single item you see.

The museum is aware of the fact that whenever you come to Paris, you will positively buy tickets so that you can experience this museum in its most original form. Once the lockdown is over, and we are allowed to travel again, they want you to visit the museum, which you most probably will. An art museum is just an example; it's the same for all the museums offering virtual tours.

Smithsonian National Museum of Natural History in Washington, D.C. allows you to go on a self-guided tour to explore the natural and cultural history that this museum houses with over 45 million specimens of rocks, human remains, animals, and more. German Oceanographic Museum in Stralsund lets you explore the secrets of the underwater world. The British Museum allows you to see a few of their vast collection of 8 million objects. These are a few museums among the many.

Some Indian Museums like the National Museum in Delhi and the Indian Museum in Kolkata have also started virtual tours that are free for the public; you can now visit museums as a leisure activity.



EMOTIVE CREATIVITY: AN AD REVIEW

By Yukta Patwardhan

Although there is no definite formula for making an effective advertisement, there are various aspects that make an ad compelling. Creative advertising campaigns stay etched in viewers' minds. Particularly when it is attached with an emotive aspect. The underlying threat would be the vampire effect – where viewers recall the ad, but not the company associated with it. Thus the ad, although effective, does not manage to achieve its desired objective.

The following three ads, that were released the past year, have been successful in all possible aspects. All three of them, being unforgettable, have also managed to make sure the viewer does not forget which brand they represent.

THE TRUTH IS WORTH IT: THE NEW YORK TIMES

AGENCY: DROGA5

Advertisements from the New York Times' 'The Truth is Worth It' campaign, has been highly impactful. The campaign shines a light on the sheer amount of efforts that go into investigative journalism. This campaign features video clips, shot from a journalist's point of view as they delve deeper into each case. The footage has text embossed on it, which continues to delete and rewrite itself, moving the story forward, till it forms the headline for the original article that features in the New York Times.

The fast-paced ad films succeed in putting the viewer on edge immediately, and the anticipation builds up over rapidly changing text, and eye-catching stills. The success of this campaign is due to it's highly engaging display. Picking up various issues like climate change, the Rohingya crisis, and other topical news, the ads show the commitment and fearlessness that goes into on-the-ground reporting and urge readers to support the efforts of the journalists. The campaign has received the Grand Prix at Cannes Lion for Film and Film Craft along with several other accolades.

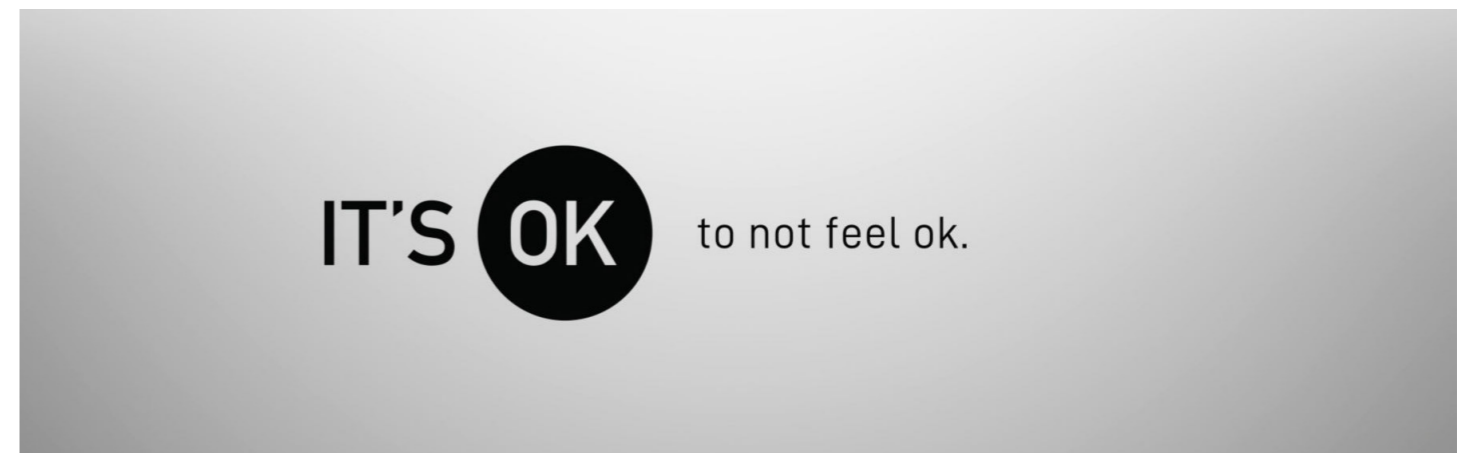


HUSBAND & WIFE FILM: PARLE-G

AGENCY: THOUGHT BLURB

Parle-G, a product that requires no introduction at all. It is such a regular item that we don't acknowledge it and assume that it's always been there and it always will be. This is the exact sentiment that Parle-G has used in their ad film, where they show the relation between a husband and wife, who presumably after years of being married, have gotten so used to each other's presence. It ends with the husband realizing how intertwined their lives had become, which is then cleverly related to how Parle-G biscuits are, to our lives.

This advertisement is a part of Parle's 'You Are My Parle-G' campaign, which celebrates relationships we don't feel the need to acknowledge. The ad excelled in relating Parle-G to these unspoken relationships. It was an absolute win for Parle-G with regard to it's messaging.



IT'S OK TO NOT FEEL OK: HBO

AGENCY: WIEDEN+KENNEDY

Mental health is not an easy conversation to have. Especially for brands, who are more likely to capitalize on it rather than make an actual effort to help people. Having introduced the 'It's OK' campaign last year, HBO has been addressing mental health through their platform. However, amidst the Covid-19 outbreak, the brand released an ad talking about mental health in the context of the pandemic. The advertisement, titled 'It's OK to not feel OK,' was launched at the beginning of Mental Health Awareness Month. The ad starred various stars from the Warner Media family who recorded themselves in their homes. It talks about how it is okay to feel a multitude of negative emotions. It encourages people to share their distress during a time as such. This was a great initiative by HBO to try and reduce the stigma around mental health. Hopefully, they'll put it into practice and succeed in preventing people, who make it a faux pas.

LEARNING BY EXPERIENCE

BETWEEN THE COLOURS WITH ADDRESS

By Maanya Lingareddy & Sudipti Kumar

Address was a random thought that popped up in the middle of a lecture out of sheer boredom. What was supposed to be a two-month project to cure our lockdown blues, turned into something that completely changed our perspective and understanding of the real world.

This is an independent initiative by the students, for the students. A safe virtual space where one can experiment and express themselves in the ways they want to and let their creativity in the world of advertising flow.

This June, For our pride month campaign, Between The Colours, we wanted to bring out some beautiful stories as well as bust some common myths surrounding the lgbtqia+ community. A lot of the stigma that exists in our society stems from lack

of knowledge and understanding. Most people in our country still don't know about the broad spectrum of the community and often find themselves with questions that always go unasked because they don't know where to look for the answers.



Keeping this in mind, we created a video series where we reached out to 6 people from the LGBTQIA+ community, each representing one colour of the pride flag, to share their stories and answer some of these questions for us, covering topics like gender nonconformity, coming out, significance of the pride month, dating apps and how to be a good ally. Through this campaign we wanted to use our platform to assure people that they are not alone, as well as educate and spread awareness amongst the unfamiliar to help make the world a more compassionate and loving place. The campaign features students Deepta Jairaj, Manya Masiwal, Aarya Trivedi, Kavya Sharma, Adarsh Tripathi, Prantika Mujumdar from across the batches.



CREATIVITY GOES 'VIRAL'

By Hamsini Narasimhan



This three-part creative series, designed by Hamsini Narsimhan from the Advertising Specialisation, was created from a simple insight, physical distancing or social distancing becoming the new norm, owing to the COVID 19 Pandemic. She was intrigued to think about how the fast food giants of the world, namely, McDonald's, Subway and Dominos could communicate in a simple yet effective way, the message of practicing social distancing and staying home in order to avoid contact with public spaces to their audience.

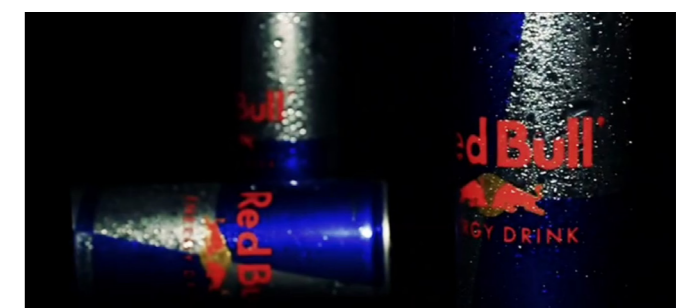
Hamsini, rightly so, chose to go minimal, using the icons that imply the brands' identity without saying a word. It is truly commendable how subtly this series brings out the right information in the viewer with illustrations doing all the talking. Something as simple as Dominos and its association with the Domino effect, urging the audience to break the chain, is an insight that is right in front of our eyes but we fail to notice it, and these are the little cues that have been hiding in plain sight all along that when presented to us in such an artistic manner make for a creative that is not only well strategized and thought of, but also an exemplar of execution and design.

THAT'S HOW HE B-ROLLIN'

By Karen Bhushan

A speculative advertisement or a spec-ad is usually made for a brand, without them being a paid client. This is an excellent way of showcasing your skills to your potential employer. Karen Bhushan from the AV specialization used his knack for filmmaking and created this detailed and beautifully executed B-Roll sequence for the popular Energy Drink Brand, Red Bull. The soundtrack in the video was created by his classmate, Avinav Ghosh. This goes to show that generating content around Advertising is not restricted to those studying that subject, but goes beyond the classroom, to ultimately, employing your talents into creating meaningful content.

Production and Ad Films is also a significantly imperative part of advertising, and that's where content creators like Karen and Avinav can put their Audio-Visual skills to play. The sequence mentioned here, although it doesn't tell a brand story or send across a brand message per se, caught our attention because of its crisp execution, detailed shots, and most importantly, how it stays within the tonality of the brand. The viewer is convinced and ready to try Red Bull, even without Red Bull's promise of it giving you wings!





**Tap to visit the
Vigyap website!**

**Write to us at
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