

From Wants to Needs!

An advertising tool that is causing the ideological shift from wants, to needs...

We all live in a global scenario where necessities like food, water and shelter have absolutely become extinct for the modernised cosmopolitan chunk. What has now replaced the basic human needs was once considered to be a privileged luxury! It is surprising to find that almost all the needs which a today's literate and globalised citizen experiences; are not his own demands but a result of external or media generated influences.

Advertisers have completely shifted their entire focus on showcasing how badly everyone needs to possess a particular product; rather than answering the logic of why one needs to have it at all! Over repeated exposure to such advertisements, the audiences eventually forget the very fundamental reasoning and blindly starts wanting it so badly that it appears to be a desperate necessity. A very recent example is the Coca-Cola television advertisement: "Reasons to Believe" that gave no good reason to buy, have or share a Coke; but still managed to create a strong subconscious appeal for Coke across the world! Similarly many things that (we think) we badly need to buy or own are actually not our necessity.

Here are five simple steps of effective advertising to transform the ideology of masses from wants and desires to acute necessities...

Step-1: Pick up some SPM

No it's not a drug or a weapon of mass destruction; it's just a Simple-Positive-Message. All you need to do is take some common issue prevalent around the world to be hit as the main agenda. Then find out some positive aspect associated with or against that particular issue. The simplicity of the agenda avails wider spectrum of audiences, whereas positive touch creates greater scope of acceptance amongst them. Picking up global issues itself as the SPM, gives a CSR feel to the advertisement and generates a good-will for the commercial as well as the brand.



Step-2: Tickle some Grey



Once the SPM is finalized, all you need to ensure is that there is some, very light intellectual appetizer for the audiences. If the SPM is delivered without enough logic to be challenged or reinforced, it might slip out of viewer's mind very easily. The memory resulting out of hurting or supporting ones beliefs is much more long-lasting as compared to directly conveyed messages. However, it must also be considered that severely

opposing or confirming some ideology can result into an anti-feel towards the ads amongst audiences. Thus, appropriately blending some intellect with SPM can make a deadly advertising combo!

Step-3: A Pinch of Recall

This is one feature that actually can add the viral effect to the advertisements. Adding some element of recall ensures great recollection and widens the scope of mouth to mouth propagation of the advertisement. It can either be some fresh melodious music or a jingle with some catchy punches or simply some stupid or bizarre element that can pop the viewers' eyeballs or create little humour. This tremendously reduces the efforts required to promote a particular commercial.



Step-4: "It's not about the money"



While gathering SPM, logic and recall elements over a screen; what you must never forget is to keep everything miles away from even indirectly indicating the product to be featured. It might initially sound foolish, but there's a strong reason behind this. When any advertisement reveals its brand or product details from the beginning, it starts appearing to be a game of sales and profit (though it actually is!) This adds a bias in the viewers' opinion and perception about the whole thing and can hinder the establishment of SPM.

Step-5: Hey, it's me!

At last, after telling the whole fancy story comes the right time for the actual brand name or product to pop-in. By this time the audiences are (expectedly) completely into the charm of the advertisement. This is when anything said or shown directly slides into the viewers' subconscious without any rejection or resistance. If executed really well, the target product or brand name directly comes to one's mind whenever any similar situation or scenario occurs. With such frequent exposures, the subconscious eventually turns into a conscious demand of that particular product or brand-affinity.



Isn't it magical (keeping ethics aside!) that someone can actually convince you for desperately needing something, often beyond your budget; without even telling why you need it? However, the fact is that when everyone knows the secret, there's no magic, nor magician! Anyways, wish you a more fruitful advertising...