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RESEARCH ARTICLE

"Idea Cellular's Creative ad campaigns".**Mrs. Yasha Tejwani Goel**

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Television has held the title of the largest mass medium used for advertising for more than 60 years, and that designation has not been overtaken even with the growth of the internet. Television is an important component of a media plan because of its pervasiveness, impact and targeting abilities. Television has the properties of sight, sound and motion that traditionally set it apart from other media such as radio (sound only) or print (sight only). With its three-pronged assault on its viewer's senses, TV is able to create broad awareness for a product. Television is considered a mass medium because of the numbers of people it reaches. Taking advantage of all these idea cellular launched several campaigns. These issues includes campaigns based on social issues using mobile telephony. Idea's ads had focused on its network coverage and promotional packages before Bachchan was appointed as its brand ambassador. The company used its brand name 'Idea' in its ad slogans like 'An Idea can change your life,' 'A good Idea,' and 'What an Idea!'

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Idea's cellular brand campaign Year 2007-Idea Caste War Campaign:-

The Idea Cellular 60-second TV ad and half-page print ads featuring Abhishek Bachchan as a sarpanch boldly takes on the politics of caste and religion to arrive at mobile number replacements for people's names. ABHISHEK BACHCHAN, a Bollywood star, filmed a series of ads in 2007 and 2008 for a telecoms operator based on the premise that India's challenges in education, democracy and tourism can be overcome with an idea. "Idea", is, of course, also the name of the operator. And the mobile phone, says Idea, can solve the caste problem as well. To avoid a caste riot, villagers hold an open court. Mr Bachchan, playing a sarpanch (village head). Henceforth, no one in this village will be addressed by their first or last names. Everyone will be known by their cell numbers. This should automatically ensure equality. The villagers change the signs on their doors to carry phone numbers instead of names. A politician campaigns with his number on a banner. 9820935247 weds 9930468194. In the West it has become a cliché that a man must be more than a number; in India, where a name indicates caste, the number equalises. Rural India may not be literate, but it is numerate. All mobile phones come equipped with a phone book, but many Indians, rather than store a number with a name, search through call records. They are recognising a number, rather than a name. Bachchan's sarpanch is not too far off.

Idea's cellular brand campaigns Year 2008- Idea new ad on 'Education for all':-

Idea Cellular unveiled its new campaign called 'Education for all'. The campaign has been created by Lowe Lintas. The theme of the campaign is based on the idea that the mobile phone can be one of the means of providing education in rural areas. The campaign carries forward the brand's positioning, 'What an idea!' Brand ambassador Abhishek Bachchan plays the role of the head of an educational institution. When he is challenged by the physically bound classrooms in schools that prevent providing education to many more children who are in need of education, he uses mobile phones to spread education in villages. It was a 360 degree campaign including various on-ground initiatives like mobile tutorials, online education help as well as support with admission. Idea has also collaborated with NDTV Networks and Nanhi Kali, an NGO for the education of the girl child to launch an initiative.

Campaign Phase One – Teaser:-

In the first phase which is a 10-second teaser Abhishek Bachchan is shown as sitting and wondering how to educate the country's children who can not manage to go to school. He suddenly looks up with a confident smile on his face and says 'Idea'.

Campaign Phase Two – The Message:-

The second campaign which is a 90-second TVC opens with a village girl. The commercial shows that the village girl did not get admission in a school as there were no vacancies. The priest and the principal of the school, Abhishek Bachchan, looking for a solution suddenly comes up with an idea of starting mobile classrooms where teachers have mobile phones with them on their desks and children are shown in the ground and listening to the classes through mobiles. The campaign came to me as a great idea with strong social message.

Campaign Phase Three – Impact:-

The third phase of the campaign has impact of education for all. It shows how the parents of the school going students are behaving. They are also learning through their children.

Idea Cellular as a company believes that an Idea can change lives and this is the central thought of the brand which they have been following since beginning.

For the People, By the People:-

People of the world's largest democracy, India, witnessed a new dimension of the proverbial 'Government Of the People, For the People, and By the People' while watching the newly launched media campaign of IDEA Cellular, a leading telecom services provider. The new campaign gives the idea of 'Participative Management' for Governance where two-way communication is encouraged between government and public. The brand tagline "What an Idea Sirji!" is the message given by Brand Ambassador, Abhishek Bachchan, which is echoed by the public at large in the story, and even viewers of the new imaginative ad. The ad explores the idea of Government(s) using mobile service as an efficient tool to gather public opinion and support, while taking vital decisions impacting people's lives. Be it the 'close aide' of the political leader in our Democracy campaign; or the 'Sarpanch' trying to get rid of caste wars; or the 'Tourist Guide' with a foreigner at Taj; or even the 'Priest' who has the vision of Educating One and All—each time the character has sprung up with an innovative 'Idea' which provides a simple yet effective solution to a problem, by using the mobile phone.

Ideas cellular brand campaign- Year 2009-Walk when you talk...What an Idea!. IDEA Cellular the leading GSM service provider launched a campaign Walk & Talk, to bring forward people across different walks of life, age-groups and societies and get them to walk for fitness. IDEA plans to initiate a countrywide movement on Walking & Talking, and expects that 'Ek Idea pe chal padega India'. In its commercial Abhishek Bachchan is playing a Doctor, who quotes how people can get fit by simply Walking while Talking and provoke this idea to the general public. The new campaign has developed by IDEA's creative agency Lowe. In addition to Promo buzz "Walk When You Talk" Idea one up step to popularize the commercial, they gave a privilege to the customers by unleashing a web-space for it which contains a "CALORIE CHECK meter" where one can check how much calories they burnt while walking during their talk.

Talk For India, Idea Cellular:-

IDEA Cellulars Talk For India Campaign came up with an innovative movement, which urged Indian citizens to rise up in the cause of National Internal Security, as India and the rest of the world commemorate the anniversary of 26/11. The campaign was designed to raise funds to aid the internal security forces of India, by mobilizing millions of Indians on Thursday, November 26th, 2009. Idea cellular quoted on 26th November 2009, for one hour between 8:36 pm and 9:36 pm, over 53 million mobile users of Idea cellular in India will have the opportunity to make their contribution by simply making a phone call. The net income of all voice calls made within India, during this 'Talk for India Hour', will be donated to the Government of India in support of its initiative to strengthen the national security of the country. The initiative will benefit the thousands of valiant men who risk their lives for the safety of Indian citizens. To ensure that these brave men are well equipped to fight those who attempt to disturb and destruct the country's national integrity and peace, every one of the select 53 million mobile subscribers is urged to pick up the phone and make a call.

Idea cellular brand campaign- Year 2010-Use Mobile Save Paper:-

With the growing hazards of global warming and amid intense debate over ways to save the Earth, Idea Cellular's Sirji! suggested a simple solution, 'Use Mobile, Save Paper' for a green planet. A new campaign developed by Idea's creative agency Lowe brings out this message in an innovative way. The premise of the new TVC is that the world over, millions of trees are cut everyday to produce paper, leading to alarming rates of deforestation. The TVC showcases how the mobile phone can be used as an efficient tool to read daily newspapers, generate e-bills, make payments and transactions, issue e-tickets and boarding passes – thereby saving tonnes of paper everyday. Bachchan Junior plays the role of an agonised 'Tree' this time and strikes the idea of using mobile phone to save paper and bring back the greenery around him. As more and more people switch to their mobile screens, from everyday usage of paper, the tree regains life and leaves the audience with a simple message – 'Use Mobile, Save Paper'.

With Go green as the mantra of this ad Idea Cellular moved one step ahead exhorting consumers to go green by using the mobile phone instead of paper. Idea Cellular has always been known for its hard hitting, socially relevant advertisements and this ad is a testimonial to that. Developed by Lowe, Idea's creative agency, the new ad advocates the use of a mobile phone's value-added services to save paper and consequently protect the Earth. The new campaign abides by Idea's brand promise of providing a simple, fresh and imaginative solution to a complex problem. The new campaign was extensively seen across TV, print, digital and outdoor media space.

Idea Language:-

India is a land of a billion people talking in 22 recognized languages, 850 mother tongues and 22,000 dialects; it is also a land of opportunities for the young Indians who are ambitious, go-getters, and have dreams in their eyes. However, this diversity and vastness, at times, poses a hurdle in the growth of the youth of this country. IDEA Cellular launched a new campaign dubbed as "Break the language barrier with an Idea!" The new ad from leading mobile brand will unravel an idea which will help millions of Indians who move out of their homes for Career, Education, Travel and other prospects in life; or need to communicate with people talking different languages in their own surroundings – to easily adapt to the change in environment and communicate smoothly. The new Idea campaign offers a Champion idea to address this concern of our society, through the power of mobile telephony. Brand Idea's new theme campaign is targeted at the youth and the creative will have a young and modern look, portraying real-life situations faced by the Gen-Next. The ad has been designed to also demonstrate Idea's pan-India network which offers seamless mobile connectivity across the length and breadth of the country, and affordability of its products and services. Idea rolled out a 360 degree campaign to reach out to the audience, utilizing all traditional and emerging media platforms.

The Ad Starts with 4 Friends visiting Tea Shop for the Last time before they leave for their respective new work places. Abhishek Observes the Sadness reflecting on their faces and comes to know that all were facing the Language problem as these 4 friends were posted on 4 different locations where they have no clue on how to communicate with people out there!! Sirji gets a Brilliant IDEA solution for this. Abhishek Suggests How IDEA mobile could be a good Filler for their Communication deficiency in their so called Unknown Places.

A Marathi guy going to Kolkata, Malayalee going to Haryana, Bengali going to Kerala and Haryani going to Mumbai... The Challenge is one and Only "Language" and here is How Sirji's Idea of having Mobile with these friends could make the Difference. The Haryana who has been stuck up in a Strike-hit Train in Mumbai, finds a way to escape by asking an Excuse for Toilet.. seeks the Help of his Marathi friend for Translation... The Bengali Girl's Challenge to find a place for living solved by his Keralite friend who Teaches her to Say "Boorne and Broot Up in kolktaaaaaa" with a typical Malayalam accent. Marathi Guy managing to get a Seat in Bengali Bus by Singing A Bengali song aloud.. and how a Malayalee manages to Grab a Cup of Lassi in Haryana. The Best Part of the Ad is Simplicity the Tea Shop Guy (Sirji) shows and says No Language is Necessary to Communicate.. !The Advertisement is a winner as it brings India together and brings a kind of spark in us spreading how Rich our culture is and how language and culture is exchanged and diversified and how we manage to live in this beautiful country! A Nice Blend of Friendship Values, Culture and the Mobile Technology!

Idea cellular brand campaign- Year (2010-11)-No Idea Get Idea Campaign:-

Idea Cellular another campaign woos new customers with the roll out of 'Switch to Idea' campaign, IDEA Cellular, the pan-India mobile operator, has affirmed that it is ready to enable Mobile Number Portability (MNP) on its network. Idea has taken the lead to make mobile consumers aware of the upcoming mobile portability service, through its campaign. The advertisement from Idea shows Idea's Brand Ambassador, Abhishek Bachchan proposing a new idea to unhappy mobile users to switch to a network that offers better services, better products & tariffs, and better network, through the message – 'No Idea, Get Idea'. The new campaign gives a direct message to mobile

consumers to 'Switch to Idea' as it highlights Idea's service superiority over others. The series of four ads highlight Idea's strong Network connectivity even inside lifts and buildings; Customized tariff plans to ensure affordable mobile communication; Transparent balance notification; Accessible and Humane customer care where one doesn't need to wait for long to talk to an agent – each echoing the plight of mobile consumers and urging them to Switch to Idea. In the TVCs, created by Lowe Lintas, brand ambassador Abhishek Bachchan encounters people who are experiencing difficulties with their mobile service providers like poor customer care, limited network and a bad tariff plan. When asked why they have such problems, they all respond, "No idea", to which Bachchan advises, "Get Idea".

The ads were designed to demonstrate Idea's strengths in being a pan-India network offering seamless connectivity across the length and breadth of the country; affordable and relevant products and service offerings; accessible and humane customer care; accurate billing systems; voice clarity and no call drops.

Ideas cellular brand campaign- Year 2011-3G Launch:-

Multiple campaigns featuring Abhishek Bachchan surf the net, watch TV, play video games and make video calls launched to promote 3G services.

Ideas cellular brand campaign- Year 2012-Festival campaign:-

Diwali, Eid, Christmas, Valentines Day, Holi No borders, Idea launched a series of ads during the festive season to drive home their point which was irrespective of your faith "it's a good idea to celebrate all festivals.

Ideas cellular brand campaign- Year (2012-13)-Idea 3G Pe BG:-

Brand Idea's this ad campaign suggests a simple and effective solution to population problem, through seamless and non-stop entertainment with Idea's 3G services! Idea's brand campaign, based on a social theme, highlights the country's challenge of Population inflation and suggests a simple telephony solution. Lack of entertainment in the lives of ordinary citizens could have often resulted in couples falling prey to unplanned family extensions which has added to the population of the country. Brand Ambassador Abhishek Bachchan in this ad campaign explains to a friend that the root cause of over population in our country is the unavailability of entertainment options for people. He suggests Idea 3G and its many innovative applications such as – Mobile TV, Gaming, Video Calling, Social Networking on Super Fast Internet – that offer non-stop entertainment to help people stay connected and entertained. The ad leaves a message that there will be 'No Aabaadi, No Barbaadi' because people will be '3G pe Busy'. The mood of the ad is light and humorous, yet with a strong connect with a larger audience, as it features people from various parts of the country, reacting similarly once their only source of entertainment i.e. TV is shut down due to a power-cut! Idea brand campaigns have always celebrated Champion ideas which have the power to change the society and the way we live. This time, the Champion idea is 3G which has a strong entertainment appeal, and has been designed to resonate with the larger audience, on a critical subject that looms large on the country. On the other hand, it also promotes some of our 3G based mobile applications. The idea was backed by 360 degree communication program to promote the campaign and drive awareness.

Ideas cellular brand campaign- Year 2013-Honey Bunny:-

Idea launched this campaign to reinforce its pan-India coverage. 'Idea Rings All India'. The Honey Bunny dialer tone was downloaded over 5 million times. The TV campaign was shot across the country, from Jammu & Kashmir and Ladakh to Rajasthan and Kerala. It has relied a lot on casting 'non-actor' locals, all of whom are singing Honey Bunny. "The texture of the local people and getting them to sing in their own style quite a fun experience. The jingle was a new experiment for Idea as well. The brand has been always known for its campaigns built around social issues like population control, environment and education fronted by the face of the brand Abhishek Bachchan. In this campaign the song became hero. This was also the first time in many years that Idea came out with a pure play brand campaign. The objective was to showcase Idea's pan-India network strength, and was shown with music.

Telephone Exchange:-

Continuing the 'What An Idea' series, without Bachchan Jr though, this was Idea's proposal to solve the problem of the strain fast-paced city life puts on relationships. IDEA always highlighted simple telephony answers to solving large social problems. This time the brand addresses not so much a societal issue but an endearingly "closer to my life" story that has the potential of impacting a very large part of the society. If we look around, we all are leading extremely stressful lives that impact and strain our personal & professional relationships. Relationships need 'time' and 'time' is the rare commodity. It is becoming increasingly difficult to appreciate, empathise and respond to relationship demands that seem to snap at the smallest provocation. In the good old days the saying went "step into

my shoes to understand my life". In today's context, our mobile phone is a true reflection of us and what's going on in our life. This campaign aptly brought alive the core insight – **"ek doosre ko samajhne ke liye telephone exchange, what an idea!"**. There was a time when an operator sitting at a telephone exchange would unwittingly connect our call to a wrong number and we would end up hearing an unfamiliar voice leaving ourselves bewildered. The new Idea story is similar yet different! **This one shows a telephone exchange of a different nature** where a son deliberately exchanges the phones of his parents when he sees them indulge in a daily morning argument. What follows is a realization at both ends about how the other manages daily chores and work life, after being privy to a string of mobile phone calls on the other's phone, in a single day! Realization of each other's contribution in life adds to love and respect in a relationship. This became simple yet powerful thought and aptly communicated through the new Idea ad, and once again reinforces the brand's tagline – An Idea can change your life!

Idea 121- 121 tv. In these fast-paced times in the new-age India, when reaching a showroom often needs to be timed and planned in advance, Idea Cellular elevated the customer service experience by enabling access to showroom at customer's convenience. The company launched a new service called "my Idea showroom on mobile". Over 125 million Idea users can just by dialing '121' from their Idea number and access Idea Showroom, anywhere, anytime. Keeping with the company's core thought of creating customer delight through innovative offerings and superior customer service, Idea brought to its subscribers a new communication channel – 121. The versatile IVR based service offered three main advantages to Idea subscribers – Helped them discover latest, most exciting plans and offers on talktime, internet, roaming etc. and find out thousands of fun, informative, entertaining or utility Value Added Services. Places the control of their account in their hands: Subscribers can not only discover but also subscribe to the plans best suited to them right from their mobile phones. It became a self-care portal: Provides account related information like last billed / unbilled amount, modes of payment info, credit limit etc.! This Ideas campaign once again brought to life its brand promise - "An idea can change your life."

Idea's cellular brand campaign- Year 2014-Idea No Ullu Banaoing:-

"Know more = No Ullu banana", is the new Idea! This is the essence of the latest brand campaign by Idea Cellular, featuring its Brand Ambassador Abhishek Bachchan. The ad highlights the power of mobile internet on the Idea network, and how it can empower users to evade unscrupulous situations and people in India. Idea's new ad rides on a catchy jingle and a very popular colloquial phrase – 'Ullu banana'. The campaign builds on a simple cultural insight i.e. 'in India, people easily fall prey to everyday small cons because they are ignorant'. This is so rampant in the country that every region and language has colloquialisms for it such as Ullu banana in Hindi. The new Idea ad offers a simple solution to this large societal problem i.e. 'Get Idea Internet on Mobile' and get rid of cheats. The new Idea ad shows different segments of consumers, who are not likely to be Internet savvy – like housewives, senior citizens, rural folk, users of feature phones etc. – using Idea's Mobile Internet to get out of sticky situations and turn the tables on those who try to take advantage of them, in an entertaining, engaging and quirky Idea way. The core message of the campaign is "Idea Internet All India" dramatized by the catchphrase "har mobile par internet, what an idea!"

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