

TOP OF THE MIND AD SURVEY

New voices in a makeover

Who is the best judge of a television commercial? The creative fraternity, the consumer for whom the commercial is actually meant, or both? While there are industry awards that judge the technique and the craft behind creative ideas, there weren't any credible and sustained studies to measure consumer response to TV advertisements.

Top of the Mind, *Mint's* monthly ad survey, was launched last year with the objective of doing just that. Conducted by leading market research firm Synovate, the survey was widely appreciated by both our regular readers as well as the industry. The latter, however, was keen on some qualitative inputs from peers as well. So, this month, we are introducing two new voices—an industry insider and an outsider—in the monthly survey. They will present their takes on the creative idea behind the ads they like and the ones they don't.

feedback@livemint.com

The top ads are selected on the basis of their score on the ad reach index. This score is calculated by multiplying the awareness score and the brand recall score and dividing this by 100.

but is provided to help advertisers understand how successful their ads have been in breaking through the clutter. The ad diagnostic score is an average of an ad's likeability, enjoyment, believability and claims score.

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TOP TELEVISION ADS IN FEBRUARY

	Awareness (%)	Brand recall (%)	Ad reach index
1 Vodafone Mobile Service	90	97	87
2 Mentos candy	90	96	86
3 Minute Maid Pulpy Orange	88	96	84
4 HDFC Standard Life unit linked plans	90	92	83
5 Sprite	88	93	82
6 Brylcreem Wet Look Gel	84	94	79
7 7Up	79	98	77
8 Asian Paints Apex Ultima	81	95	77
9 Idea Value Added SMS Service	95	81	77
10 Parachute Advanced Star*Z	80	94	75
11 ING Vysya Life Insurance	82	91	75
12 Lux Provocateur	86	85	73
13 Bournvita	80	91	73
14 Hyundai i10	86	84	72
15 Pizza Hut	79	89	70

Some figures have been rounded off

HOW THEY SCORED ON AD DIAGNOSTICS

	Likeability (%)	Enjoyment (%)	Believability (%)	Claim (%)	Ad diagnostics
Bournvita	100	99	90	88	94
Vodafone Mobile Service	100	96	91	88	94
Whirlpool Magi Cook	99	96	90	86	93
7Up	100	99	87	81	92
HDFC Savings Account	99	98	88	81	92
Parle Marie	98	95	86	85	91
Samsung Metal Series /The Metal 5	99	95	86	84	91
Calcium Sandoz Woman	98	96	87	80	90
Sprite	99	94	86	81	90
Asian Paints Apex Ultima	99	96	84	80	90
Brylcreem Wet Look Gel	97	93	85	78	88
Sony MAX Channel / SET Max / SonyMax	98	90	83	79	88
Pizza Hut	95	89	83	80	87
Havell's ceiling fan	99	95	79	70	86
Wrigley Orbit chewing gum	99	89	79	76	86

Some figures have been rounded off

Methodology: The survey, conducted by Synovate India and supported by ad monitoring firm TV Ad Indx, covers 750 respondents—250 each in New Delhi, Mumbai and Bangalore. The respondents, in the age group of 18-40, have access to cable or satellite television, and belong to the high-income groups. The scores were compiled on the basis of spontaneous recall, aided recall and likeability.

SANDEEP BHATTAGAR/MINT



Vodafone Mobile Service
Ogilvy and Mather

At an empty public phone booth, Irrfan Khan reminisces about the time the booth was full of people. Callers would queue up to inform relatives about everything, from marriages to exam results. The booth walls, he says, looked like a telephone directory, with numbers scribbled everywhere. Today, the booth stands empty—all because Vodafone has reduced local call charges to Re1 for both mobile and landline numbers.



Mentos candy
Ogilvy and Mather

This animation spin on the line "dimag ki batti jala de" shows how things change with a Mentos candy. A monkey pulling a plank, with a donkey seated on it, eats candy and evolves into a man—the donkey ends up pulling a cart.



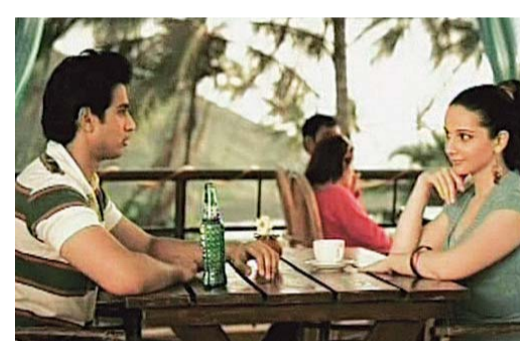
Minute Maid Pulpy Orange
Leo Burnett

People go to pick oranges, but find just skin, and no pulp. All the missing pulp is in a bottle of Minute Maid Pulpy Orange that a young man is drinking. The message: Refreshingly orange, surprisingly pulpy.



HDFC Standard Life unit linked plans
Leo Burnett

Seeing her father struggle to repair an old car, a young woman suggests he buy a new, higher-end car. And, backs up her idea with a cheque. Touched, the father observes that his little daughter is now all grown-up.



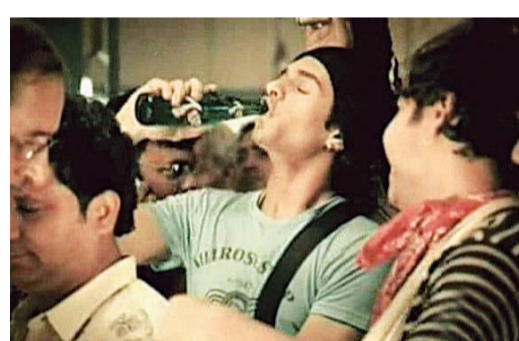
Sprite
Ogilvy and Mather

This ad for the cold drink shows a young man actually telling two girlfriends that he is seeing someone else—neither believes him, both think he's joking. And, he's none the worse for it all. The line: "Seedhi baat, no bakwaas".



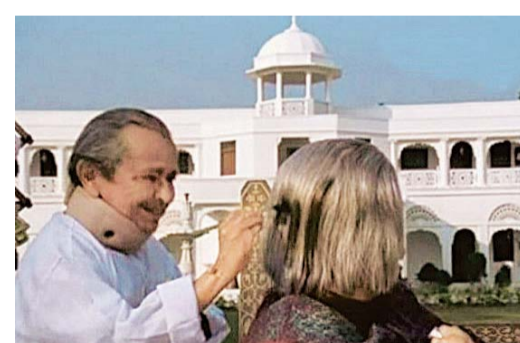
Brylcreem Wet Look Gel
JWT

Cricketer Mahendra Singh Dhoni visits his hometown Ranchi sporting a new hairstyle. He fears people may think he has become a city boy—but he needn't have worried. Everyone he meets is using hair gel.



7Up
BBDO India

A young man harried by the jostling in a crowded local train regains his composure after a drink. The ad uses the title of the popular film, 'Bheja Fry', to strike an instant chord, and wraps it up with the brand mascot, Fido Dido.



Asian Paints Apex Ultima
Ogilvy and Mather

A barber praises the paint job on his client's mansion. The next scene shows a generation has passed—the grey locks of the client need colour but the paint on the mansion is as fresh as it used to be.



Idea Value Added SMS Service
Lowte Lintas

Brand ambassador Abhishek Bachchan plays a tourist guide who approaches two foreigners at the Taj Mahal. They have a speech disability, but the initial hitch in communication is solved by the SMS service.



Parachute Advanced Star*Z
Ambience Publicis

A girl coming home after a hectic game of hockey wants to shampoo her hair before going to a party. Her mother objects to frequent shampooing. The voice-over suggests that this brand of shampoo is a solution.



ING Vysya Life Insurance
Rediffusion-Dentsu, Young and Rubicam

Playing on the line "bhari khushiyan", or the burden of happiness, the ad shows a groom and a new father, among others, literally sinking into the ground with worries about expenses. The insurance agent offers a way out.



Lux Provocateur
JWT International

An animation film relates the tale of a girl who bathes with a bar of black soap she finds in a forest and is transformed into a sultry young woman. The line: "Ab khoobsurti se darr kaisa" (there's no need to fear beauty any more).



Bournvita
Ogilvy and Mather

A maid saves the money her employer gives her on a festival, but uses some to buy the health drink for her son. When the employer asks if she wouldn't rather buy a sari, her son replies, saying he will buy her many when he grows up.

EXPERT SPEAK

Drawing new value from old formulae



Santosh Desai, managing director and chief executive officer, Future Brands, on his picks from television advertisements that aired last month



Ford Fiesta
Agency: JWT

Car advertising is without question the garbage dump of ideas for the advertising industry. How many different ways can you show cars rotating on their axles and screeching smartly to a halt while being inhabited by beautiful people? Ford Fiesta has, in the past, matched the industry standards of mediocrity but, this time, has managed to retrieve something quite sparkling using the same formula. The idea is whimsical enough to kindle interest and the execution, tight enough to maintain it. The use of the track is exceptional and the "o-ho-ho" bit at the end is a mad moment of inspiration. Not an ad we will remember a couple of years on, but a worthy reminder that formulae can occasionally be arm-twisted to yield something valuable.



Mentos Candy
Agency: Ogilvy and Mather

It is not a new idea in itself. The evolution of man is an advertising cliché. But, for this brand, done this way, it feels right. More importantly, it signals a successful shift in narrative style for the brand. The previous advertisement was getting a tad predictable, and was in danger of becoming a parody of itself—a problem that successful campaigns face very often. Here, the brand gets a new voice, and this is done with great finesse and effortless ease.

Turkey of the month

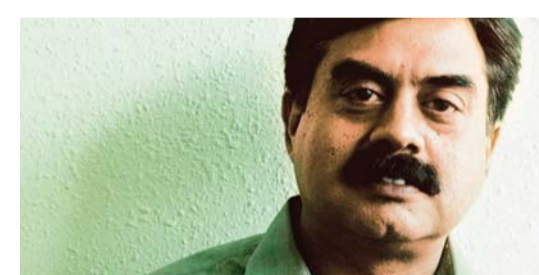
Bournvita
Agency: Ogilvy and Mather

This is not a bad ad by any conventional yardstick. It tells a fairly engaging story, and does so reasonably well. The problem is with what it sets out to do. It is one thing to try and access the "fortune at the bottom of the pyramid" by coming out with a Rs20 pack. But what we see here is a brand such as Bournvita using every emotionally exploitative trick in the book to get a housewife living a subsistence-level life to keep some money aside for itself so that her child can grow to be an engineer and buy her a Banarasi sari! It is a tawdry attempt to extract a few rupees from the mouth of those who can barely eat. It represents the worst side of advertising, which professes phoney concern for its consumers in order to insinuate the brand it hawks into their lives. Everything about the ad is cringe-inducing, and worse. Shame on all involved!



WISH I HAD MADE THIS AD...

It looks at the realities that engulf us



GOPINATH MENON
Senior vice-president (media), TBWA India

Asian Paints Apex Ultima
Agency: Ogilvy and Mather

Of all the advertisements listed, there is only one in my mind which looks at all the realities that engulf us, along with the basic principles of communication. The one I am referring to is the Asian Paints Ultima advertisement.

Today, there is a multiplicity of channels running our lives. They do this at the cost of entertaining, shopping, socializing, and household chores that get sacrificed as the nonsensical aspect of television degrades our lives.

To top it all, we have more than 25 news channels, which are a bundle of all genres except news. As a result, there is a commonality to this content format—always chasing bitterness, chest-thumping and controversy. This results in us desper-

ately seeking joy, happiness and pleasantness. This commercial addresses that gap in the market as far as the audiences are concerned. It has single-mindedly outlined the proposition to be delivered in a pleasant, humorous way.

The durability of the paint and the fact that dust does not stick to "Ultima" could not have been depicted better. There is detailing in the selection of characters and the props used—such as the chair with the sliding colour container under its arm—which makes you recall your childhood and the time spent with grandparents.

If you ponder a little seriously, you will realize that life is nothing beyond memories and relationships, and this commercial compels you to dwell on both.

This is what receptivity of the viewer is all about, and this is the most important variable in commercials getting noticed and hence, the brand name going up in scores. This basic reality is missed by most of the commercials that you are forced to witness because of the trait called "money muscle".

The only aspect lacking in the whole initiative is "the medium and the message amalgam"—it seems to be placed on all media platforms without logic.

This has become a necessary evil as the media department has moved out from the agency into an independent profit centre and, hence, chases its own business goals. If this were corrected, a brand such as "Ultima", with its equity, stature and residual effect could maintain the same salience levels at less than half the media investments.

This is something clients need to ponder on and correct. This is the only value I can add to make it ROI-led to complete the full circle.

