

What is innovation???

“Hey guys, you are great to work with but I need that one big media idea” – the words that we commonly hear from our clients

“Listen, if you want me to pay these incremental rates, then you will have to do that one big media innovation for my client ; something really unique” – the words that most media sellers commonly hear from us

“The big idea...hmmm....sure.....of course.... give me some time...let me check internally and I will revert” – the famous last words that we commonly hear from the media sellers

The common refrain – THE BIG IDEA ! A MEDIA INNOVATION!

All of us today are running after that one big idea. Some of us treat everything we do beyond a regular ad as that big idea; some of us are more particular and treat intruding into content as the big idea; some of us become even more choosy and treat any brand message enhancement option as the big idea

So what does one define as the big idea? What is really an innovation?

Albert Einstein defines innovation as “Innovation is not the product of logical thought; although the result is tied to a logical structure”. Interesting definition and probably applies to most big ideas in advertising

But the best comment on innovation comes from Michael Ostrowski. He asks “Is it innovation if everyone can see that it is?”. This comment probably reflects best what we in our organization believe a media innovation must be!

A true media innovation should be one which subliminally influences the customer’s behavior, when he is at his most receptive! It does not matter whether it reaches one or many, as long as it changes the behaviour

Let me demonstrate this definition with one example from the numerous ideas we have executed in Madison Media

The brand is Cadbury Dairy Milk and the line “Jab pappu pass ho Jaaye; kuch meeta ho jaaye”.

The task in front of this brand was to make chocolates an integral part of the innumerable moments in the Indian tradition, where mithai is given to mark an occasion of joy and sharing.

On one side, the brand team had identified various such mithai occasions in our culture, one such critical moment being the youngster in the family passing his board exam.

Reliance, on the other side, was offering the results of 30 board exams on its mobile handset. What a student had to do was to log onto R World, select his exam , enter his roll no and pronto, the exam results were displayed on the handset

What emerged was a marriage of both these sides! With the brand integration, a student logging onto this Reliance service for his results, now got a screen that said “Congrats - Pappu pass ho gaya” if he had passed his exam, followed by his mark sheet . The mark sheet then ended with “ Jab pappu pass ho jaaye, kuch meeta ho jaaye – Cadbury Dairy Milk”

Now that to us is a true media innovation. A big idea. Why?

First because like all big ideas it is simple – it made the brand an integral part of the consumer’s life and communicated its message at a moment when his next likely action would have been to share the news with mithai with his family and friends – the exact behaviour that the brand wanted to influence!

Secondly because it was bang on target – youth is the core consumer of the brand and the new high involvement latest gizmo in his life was his handset!!

Third because it also covered 30 board exams across several states in the country and generated 2 million impressions in the process!!!

This idea implemented on Cadbury Dairy Milk breaks the myth that a big media idea has to be large budget or self created or in your face or on television and press or reach many. None of these actually matters! As long as the idea blends into the consumer’s life, strikes him at the opportune moment and has the potential to influence his behaviour as immediately as possible, it is A BIG IDEAat least it is our definition of a true media innovation!