

# The Role of Slogans in Indian Advertising Campaigns

## Abstract

A form of words or phrase for which memorability has been bought is a slogan. These could be phrases which spontaneously catch on in memory of the public. The success of the slogans has to be engineered and encouraged. To keep the slogan in memory of the public accessible, huge amount of money is spent by the advertiser.

**Keywords:** Slogans, Successful, Nostalgia, Ending Line, Repeated Phrases, Taglines, Branding, Human Brands, Communication, Political Campaigns, Planning, Advertising and Target Audience,

## Introduction

This is the age of the slogans. They leap and scream out at us from countless billboards, banners, TV screens, Cinema, newspapers, packaging, T-shirts, and bumper stickers. Slogans hold significant position in Advertising even today in the clutter of media and social media. Slogans historically in national and international context have become important tools to mark the protests, call for action, demand justice, kindle emotions of nationalism/ religion or attract attention.

## Aim of the Study

To understand the Importance of Slogans and how to Create effective Slogans for successful Indian Advertising

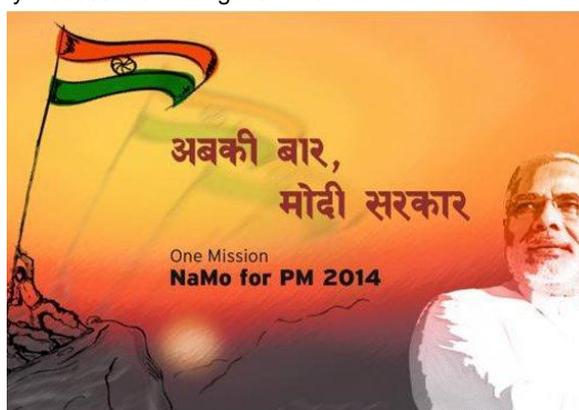
## The Role of Slogans in Indian Advertising Campaigns

This is the age of the slogans. One never knows when and how an idea for a worthy slogan strikes. How a seed of an idea blooms into a full-blown campaign not only benefitting the advertisers, glorify the copywriter and his idea embeds in the memory of the viewer. One such success story is "Achhe din aane waale hain", "Good days are coming." was the Hindi slogan of the Bharatiya Janata Party (BJP) for the 2014 Indian general election. The slogan was coined by the BJP's Prime Ministerial candidate Narendra Modi, with the intention of conveying that a prosperous future was in store for India if the BJP came into power. After the BJP's historical victory in that election, sayings that include the words acche din ("good days") have been used both to express optimism in and critically discuss the Modi government.



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According to The Honourable Prime Minister Modi, he got the idea for the slogan from the leader of his main opposition party, Indian National Congress, and then-Prime Minister of India Manmohan Singh. On 8 January 2014, while addressing the audience during Pravasi Bharatiya Divas, Singh said, "Yes, we are facing bad days now but the good days will be coming soon". During his speech at the same event the following day, Modi referred to Singh and repeated his statement in Hindi, which stuck as the slogan, "Achhe din aane wale hain".

Prasoon Joshi, chairman and chief creative officer, McCann Worldgroup India and president, South Asia, and Piyush Pandey, executive chairman and creative director, South Asia, Ogilvy & Mather<sup>1</sup>. Among several other agencies and production houses, Ogilvy's Soho Square and McCann's TAG had contributed to BJP's political communication. The success of these slogans in contemporary Indian advertising is a reminder as to how the role of slogans in Indian Advertising is not only important it can also be path breaking if used effectively. Similarly in case of products its impossible to erase the memorable slogans such as "Hamara Bajaj" for Bajaj automobiles, "Desh ka namak", Tata salt, "Beauty bar of film stars" for Lux Soaps and "Wah Taj!" Taj Mahal Tea. These are India centric, made Indians proud and reached out to the masses in a big way. It's important to study the role slogans had played in Indian advertising and their growth now. How the role of copywriters and creative overlaps to produce successful campaigns for promotion.



In advertising jargon, the slogan is the phrase that comes at the end of an advertisement and summarizes the message. It has been said that it should never compromise more than six-seven words. The advertiser's earnest aspiration is the phrase will then continue to buzz around the consumer's head, further compelling the message. There are certain advertising phrases, which generally regarded as slogans because they are associated with certain products.

This is the age of the slogans. They leap and scream out at us from countless billboards, banners, TV screens, Cinema, newspapers, packaging, T-shirts, and bumper stickers. Politicians, government students, activists, workers, promoters, products and movie stars nudge and cajole to be heard. We wear, bear and ink ourselves with slogans to proclaim our beliefs and preferences. The slogans show what we stand for and what we will not stand for.

It is important for a creative team to share the ideologies of the product he/she is creating a campaign for. It is important to absorb, understand and simplify the brand ideology in the creative head and see the relevance of it, but to not forget that

ultimately, one is doing a professional job, where strategic clarity is utmost importance.

There is much weak-minded puffery<sup>1</sup> in advertising or sales presentation relying on exaggerations, opinions, and superlatives, with little or no credible evidence to support its vague claims. Puffery may be tolerated to an extent so long as it does not amount to misrepresentation false claim of possessing certain positive attributes or of not possessing certain negative attributes. There also much that is lively, arresting and entertaining. Only seldom do slogans achieve excellence or momentousness or touch a popular chord.

What is a slogan? Richard Usborne<sup>2</sup> defined it as a "a form of words for which memorability has been bought". These could be phrases from entertainment which spontaneously catch on. The success of the slogans has to be engineered and encouraged. To keep the slogan in memory of the public accessible huge amount of money is spent. The slogans need not be of unanimous truth and philosophical insights. They may not be factual or realistic at all. The well written slogans are blend of the creativity of copy writers, fancy of the reader, placed in the correct mists of time (which can be indefinite). The common denominator is that all these phrases promote a product, a cause or an idea.

For instance, being the world's largest democracy, when India goes to polls, it means serious business. PR firms are roped in, eccentric campaigns are rolled out and crores of rupees are spent. Political parties make big promises to woo voters, and each party comes up with an out-of-the-box election campaign and even more catchy slogans. In fact, Indian politics has a history of election slogans that are witty, funny, and an instant hit with the masses. The winning slogans that changed the fortunes of political parties retain local flavor, have broad mass appeal.

#### **Jai Jawan, Jai Kisan**

This was the slogan given by former Indian Prime Minister Lal Bahadur Shastri, in 1965, hailing the soldiers and the farmers of the country.

#### **Jab tak sooraj chand rahega, Indira tera naam rahega**

After Indira Gandhi was assassinated, this election slogan was coined by the Congress for 1984 elections. And the sympathy it generated led to a landslide victory of the party.

#### **Jab tak rahega samose mein aloo, tab tak rahega Bihar mein Lalu**

This is one of the most entertaining election campaigns projecting Lalu Prasad Yadav as the original leader of Bihar.

#### **Abki bar Modi sarkar**

Promising *achche din*, this was one of the most popular election phrases that spread like wild fire, and Narendra Modi was elected as the Prime Minister of India in 2014.

There are some of the best brand slogans from India. Even though some of these brands were not Indian, their slogans were customized for India. Also since these are Indian brands, many of the slogans are also in Hindi.

**Amul**

The taste of India

**Client**

Amul Creative agency: FCB Ulka – Mumbai  
 Executive creative director: Haresh Moorjani Account  
 management: Sharon Picardo, Rohan Patil, Neha  
 Bubna Agency producers: Alpa Jobalia, Stanley  
 Christian, Aditya Akolkar Production house: Milestone  
 Films Director: Suraj Wanvari Producer: Farid Khan,  
 Ajay Vasu, Sunil Nair Creative team: Varun Sharma



FCB Ulka created this slogan the objective was to keep the same essence but with a youthful & contemporary feel."In India, food was something one couldn't afford to fool around with. It had been taken too seriously, for too long. Like in past Sylvester da Cunha decided it was time for a change of image. The year Sylvester da Cunha took over the account, the country saw the birth of a campaign whose charm has endured fickle public opinion, gimmickry and all else. "Utterly butterly Delicious" became a household name.

Amul is the only brand in India which can make this claim of being the real taste of India as it serves both the interests of the millions of milk producers and consumers across the country. It was Dr Kurien's vision to shape up the brand on this theme. The slogan reflects the changing India and the products our new generation prefers. Amul is on a massive expansion drive and is pursuing aggressive new product development to make the organization ready for the future.

**Surf**

Daag Acche hain



Surf Excel's #ReadyForLife campaign extends its 'Daag Acche Hain' philosophy to digital. Surf Excel's 'Daag Acche Hain' campaign has been playing on the paradox of dirt being good by featuring children doing good deeds and getting dirty in the process. To take forward its 'Daag Acche Hain' brand proposition, Hindustan Unilever has rolled out an ad campaign for Surf Excel. Created by Lowe, the campaign addresses the values a child can demonstrate, in spite of the presence of tough stains.

**Conclusion**

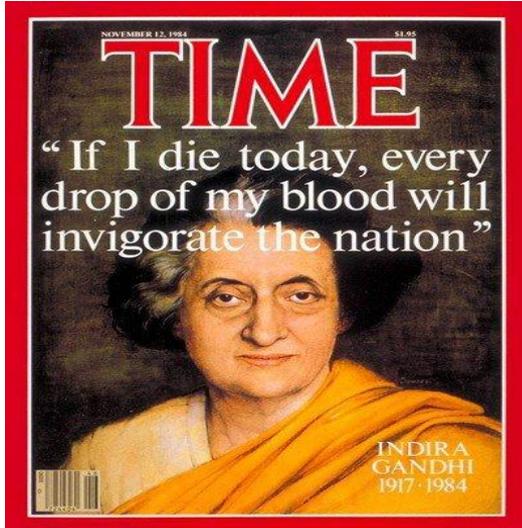
The slogans need not be of unanimous truth and philosophical insights. They may not be factual or realistic at all. The well written slogans are blend of the creativity of copy writers, fancy of the reader, placed in the correct mists of time (which can be indefinite). The common denominator is that all these phrases promote a product, a cause or an idea.

Slogans have to be brilliant to work, actually say something rather than merely boast. What makes a slogan successful? There is only one test- whether it promotes the product or cause effectively. Slogans need to become catch phrases which show business, and many that are intentionally funny or unintentionally ambiguous. A successful slogan is a highly entertaining combination of social history and nostalgia. They pass the test of memorability and product/service association. Slogan is an ending line and often repeated phrase associated with an individual, organization, or commercial product. Taglines have high importance in the branding. It's creatively increase the awareness and image of particular brand. The advertisers to express its brand visually create it. Slogan conveys the most important attribute of product or a service. Similarly in Indian politics political leader become Human being consumed by the nation all the time. A political party is a brand that constantly communicates with people through other forums too; advertising campaigns are only one leg of political campaigns. The party doesn't advertise only through the campaigns which are made by advertisers." The purpose of a successful slogan is to cost-effectively reach a large audience and attract customers. If done correctly, advertising can enhance the victory of advertisers business. A few tips to create effective slogans would be: Create slogans that generate curiosity and keep the message simple and ensure that call to action is clear.

Go after the target audience. It is a common mistake to create generic slogans that do not speak

the local language or grab the attention of the potential customers.

Using a single message generates a high response rate. They are simple and compelling. They



quickly communicate the core message in 3 seconds or less, almost dream like.

Establish an image by using effective slogans to build a consistent image.



No product or service will appeal to everyone. Therefore it's important, find the market and be everything you can be to that audience and create effective slogans accordingly. It helps to test and monitor the slogans in advance. Some memorable slogans from the bouquet of Indian advertising would be

"I love you Rasna", Rasna, "Fresh N Juicy": Frooti; "Thanda Matlab Coca Cola": Coca Cola; "The Complete Man": Raymond's; "Swad Zindagi Ka",

Dairy Milk; "Taste Bhi, Health Bhi": Maggi; "Fevicol ka mazboot jod hai Tootega nahi!" and for Fevicol; "Desh ki Dhadkan".

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9. (Richard Alexander Usborne (16 May 1910 – 21 March 2006), [1] or simply Dick Usborne, was a journalist, advertising executive and author. He is widely regarded as the leading scholar of the life and works of British comic writer P. G. Wodehouse (1881–1975). Richard Usborne was born on 16 May 1910 at Simla, in British India, the son of a civil servant. )
10. Advertising or sales presentation relying on exaggerations, opinions, and superlatives, with little or no credible evidence to support its vague claims. Puffery may be tolerated to an extent so long as it does not amount to misrepresentation false claim of possessing certain positive attributes or of not possessing certain negative attributes.