

Marketing Minute

CRAFTING PERSUASIVE ADS

Are ads shaping our desires or reflecting them?

Crafting persuasive advertisements is an intricate blend of creativity and strategic thinking that has evolved significantly over time. From its origins as simple marketplace promotions to its current dominance in the digital realm, advertising has undergone a profound transformation. Today, it remains an indispensable tool in capturing consumer attention and driving purchasing decisions.

In the dynamic realm of advertising, success hinges on a multifaceted approach to engage audiences and drive outcomes. Understanding the audience's desires and aspirations is crucial, tailoring clear and emotionally resonant messages to captivate attention and foster engagement. Compelling storytelling, supported by visually striking elements, builds deep connections and loyalty. A strong call to action prompts audience response, while leveraging digital platforms optimizes reach and performance through data-driven strategies. Upholding transparency and ethical standards ensures trust and credibility in an ever-evolving landscape.

Therefore, crafting persuasive advertisements requires a strategic approach that incorporates creativity, audience understanding, storytelling, visual appeal, strong calls to action, and ethical conduct. By embracing these principles and incorporating them into their marketing strategies, businesses can effectively navigate the ever-evolving landscape of modern advertising and drive meaningful results.



Industry Insights

COMING FRESH FROM MULTAN!

Multan, Pakistan buzzed with the International Conference on Performance Marketing and Marketing Techniques on April 2, 2024. Industry leaders convened to explore cutting-edge strategies, focusing on data analytics, digital platforms, and innovative methods to thrive in today's competitive landscape. Through dynamic networking and collaborative discussions, attendees left empowered to navigate the evolving marketing terrain. Explore further: <https://conferencealerts.co.in/event/2361248>



Expert corner

SHEIKH ADIL HUSSAIN MARKETING DIRECTOR - HAIR CARE AT UNILEVER

<https://www.linkedin.com/in/sheikhadilhussain/>



How do you see your industry evolving in the next 3 years?

The FMCG industry and the marketing industry are evolving in multiple aspects. We are well and truly in the artificial intelligence era, so that is going to have a huge impact on the ways of working. Marketers and agencies will be able to develop multiple storyboards from their briefs in a matter of minutes. Turning the selected ones into animatics for copy-testing purposes will be child's play and the copy-testing process is already down to 12 hours. Considering you also then use AI software to avoid a shoot, you can have video content ready to be put on air across platforms in a matter of days vs. months currently and that too at a fraction of the cost. Just this one process has huge ramifications for creative and digital agencies as well as production houses in our market. On the data analytics and media planning side, the applications are immense. Prescriptive models will be able to tell you when to introduce what discounts in which trade channels, media plans can be even more customized and so on. Recruitment processes are already using digital interviews as a first screening tool which will only get better as the technology evolves. On the economic front, we're in for a tough ride locally, where the short to medium-term outlook is not very positive, which means choiceful consumers, less disposable income, less discretionary spend and more recessionary feels. In this kind of environment, marketers will have to spend more time with consumers and come up with relevant offerings at relevant pricing to succeed. In market and on-ground execution while staying close to the trader will matter and those who can generate insights and cater to them faster will come out on top.

How can consumer insights play a key role in future success?

Consumer insights are fundamental to the success of any product/service or for developing any type of communication/messaging for any platform. As a FMCG brand, you must first be relevant enough to be needed or required as frequently as possible in the normal routine of the consumer and second, to make your brand synonymous with those moments through insightful communication. When you feel thirsty, you reach out for a coke, when you're at a concert or at a game, you reach for a coke, when you need to brush your teeth, you reach for your Colgate, when you need to wash your clothes, Surf says 'dirt is good' so you'll reach for that, and so on and so forth. P&G introduced the first disposable diaper brand in the world, thereby becoming relevant across millions of lives, however, brands that followed, fought for their share of that relevance by introducing more relevant features or using insightful communication that appealed to the target audience. So, having that consumer insight worked at both stages. A more recent example is that of Lifebuoy shampoo launching an onion variant. To know that consumers are already using onion water/juice extracted from onions following a painstaking process to apply on their hair, was the first step. To then be able to research that and develop it into a mainstream offering and address the pain point of the long process in the launch communication, enabled it to be a success and to become one of the fastest growing products in the market.

enFuture Corner

MEET NAZIA ABBAS!

Please welcome Nazia Abbas, our new Manager of Qualitative Research. With eight years of experience in research, she's a seasoned professional in client management, research methods, and strategy. Nazia has led diverse projects locally and internationally, fostering teamwork and leveraging everyone's skills for success.

Nazia can be reached at Nazia@enfuture.net

WOMEN'S DAY DISCUSSION!

On March 8th, enFuture teams across Lahore, Islamabad, and Karachi came together to commemorate International Women's Day. During this occasion, we engaged in meaningful discussions, shared inspiring stories, and reaffirmed our dedication to fostering equality and inclusivity. The event was a dynamic platform where diverse perspectives converged, celebrating the myriad facets of womanhood. Together, we explored innovative ideas aimed at advancing towards a more equitable society. As our voices resonate, our actions create ripples, and our aspirations pave the way for progress.

FAREWELL INTERNS!

With the addition of Nazia Abbas to our team, we would like to express our sincere appreciation to our interns Rohan, Hira, and Paras for their hardwork. We extend our best wishes to them for success in their future endeavors, enriched by the experience they gained during their tenure with us.



Coming Up

WORKSHOP

The April 25–26, 2024 International Conference on Contemporary Business Management at UCP addresses digitalization and sustainability challenges. It focuses on effective resource management and expertise utilization in this evolving landscape.

find out more: <https://10times.com/business-management-issues>



Community nexus

LEARN ABOUT HBV

Discover a groundbreaking shift in understanding consumer behavior with enFuture's innovative use of HBV (Human Values–Based Segmentation) in Pakistan. Be part of the revolution with enFuture as we redefine consumer insight through HBV, delving deeper into human values rather than just data.

find out more: <https://enfuture.net/>