

Good Cartoon, Pithy Caption, and Creative Art: Levers for Customer Engagement

Companies can use creative images while developing the advertising message to influence customers better

If you want constructive engagement of customers with your product, don't speak; Show them in a cartoon or a caption or an art to communicate your value proposition. Studies have shown that humans process images 60,000 times faster than text. People remember more cartoons than a bullet-point PowerPoint presentation.

Companies have to leverage a pithy cartoon or an art work to influence human impulse to their advantage. The following are the reasons for effective communication of brand story in a cartoon or an art.

Developing the advertising message is the heart of advertising campaign. The message should be developed considering the characteristics of target audience such as their age, gender, habits, education, income, occupation, etc. The message should be meaningful, distinctive and believable.

- A cartoon can dramatize the value proposition of the product from the customer perspective –instead of company perspective
- Customers own cartoons because it is easier to personalize than reading words. Customers open-up more about their wants, needs, jobs-to-be-done through cartoons



- Pictures evoke emotions concurrently and text is processed linearly. Emotions influence instantaneously to change customers' behavior and their purchasing decisions.

- Customers process the image faster so that they grasp the value proposition quickly. Companies can test various cartoons and captions with the customers to refine value proposition
- A cartoon speaks a common language to engage people in their jobs, their tasks, their goals, and their company's mission
- Business schools are incorporating 'art' in the curriculum to provide students an opportunity to express and share their creativity with others
- Students are exposed to artists on how they conceive an idea, give shape to the unstructured thought and transform a blank canvass or a piece of clay or piece of wood into a piece of art. These exposures uncover various perspectives and help students to think on creative ways.

<http://www.isb.edu/news-media/isb-updates/business-in-arts-programme>



- *Art programs stimulate alternative thinking which births creativity. When students are driven in art who drive future business, the results can be outstanding.*
- *Artists such as M.F. Husain, Jitish Kallat, Paresh Maity etc. are interacting with management students and encouraging them to think broadly about the dynamic relationship between art and creativity to provide solutions to customer problems.*

A good carton, a pithy caption and a piece of art work can engage customers for a meaningful discussion to enhance the value proposition in a creative way for the benefit of everyone.

Topic	Course
Developing the Advertising Message : Advertising, sales promotion and public relations: Unit 20.4	Marketing Management

Sources:

1. <http://blogs.hbr.org/2014/03/draw-your-elevator-pitch/>
2. <http://www.isb.edu/news-media/isb-updates/business-in-arts-programme>