Problem & Prospect of using Doodle advertisement in Competitive world

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Abstract

Forging awareness about the product among the consumers might be a difficult task of marketing department of all corporates in the world including India for which different tactics and strategy are being adopted. Doodle advertisement with different themes is some of them. All these exercises are done by the companies in order to promote the product and build an image in the minds of consumers without measuring the real effectiveness of the aforesaid advertisements. Based on the satellite rating, all these exercise are done considering stranded picture and without knowing the real effectiveness. Thence, it is anticipated that the output of the study would be beneficial to the producers, marketing departments, and advertising agencies and even for the consumers.

Keywords: **Doodle, advertisement etc.**

1. INTRODUCTION

Advertisement has a history of thousands of year story to tell and many of them lack evidence to be submitted, even though archaeologists had unearthed from the debris of ancient building in Rome the signs of outdoor display meant for eye catching, offering the property for rent and seeking the attention of travellers about the availability of accommodation in town. As many as 3000 years ago, in Egypt, stenciled form of advertisements were being used for announcing the reward for return of absconded slaves. Lack of knowledge of product is one of the main hindrances in commerce, which can be plugged by advertisement. ("The Advertising Standards Council of India ," 2014). In India, the market of the advertisement reached Rs.30800 core excluding its creational cost in 2014. A major portion of sales and distribution overhead comprises advertisement cost which in turn educates the end consumer. Now, advertisement is not only an information provider but also afactor that increases the psychic value of the product and hence considered an investment. In terms of business, an investment has to generate income in future. The impact of advertisement may be in different segments which start from brand awareness to sales. A good number of researches are being done in this segment proving the impact of advertisement effectiveness at different levels.

Successive viewers observe, recall and hopefully evaluate an advertisement's message. It has been proven that advertisers can raise customer interest in their adverts by using innovative appeals. The process of imagination, expression, and association is at the core of effective advertising strategy and is probably the most crucial component of advertising success. Creativity is employed in advertising to catch attention, raise ad memorability, and enhance persuasive appeals that will ultimately drive future consumer behaviour.

Innovation (divergence) is one of the dimensions of creativity. Novelty and resolution are the ad's originality and logical aspect, respectively; elaboration and synthesis are the ad's level of construction and craft, respectively; and synthesis is its level of complexity and complexity of advertising and organisation of elements, respectively. In an age when advertising's ability to generate positive results relies on creativity, advertisers confront the issue of selecting the right type of creative stimulus to utilise in their campaigns. Our research investigates this subject in the context of a print commercial, using a cartoon spokesman as the creative stimulus.
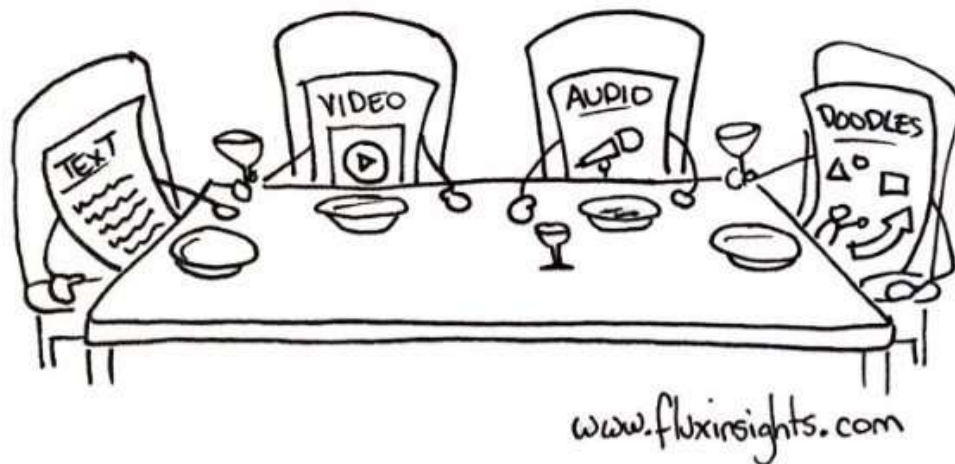
Multinational firms' relationships with their customers have been transformed by digital technology innovations. These companies may be able to build a global brand and connect with people locally, depending on the efficiency of their branding approach Because Google uses a tactic it calls 'Doodles', or decorating/changing the logo on the main search platform page, it's a good brand to study in this context It is via the use of doodles that a company may retain and affirm its brand by representing 'global' principles and national or local traditions.

If the person's primary concentration is diverted by some other work, they will doodle or sketch something without any particular purpose in mind. There are many examples of doodling that are popular on school and college desks as well as textbooks and notebooks, among many other places. This is a regular occurrence among students who daydream in class or find lectures dull. Doodling is also known to occur during business meetings and protracted phone talks. A doodle has been seen by almost everyone at some point, and almost everyone has doodled at some point. As a result of its spontaneity, doodling is distinct from other forms of art. It is not uncommon for people to draw doodles while they are distracted and irrelevant to the primary work they are performing. Simple drawings or quotes can be used as well as complicated designs, figures and patterns. However, caricatures of professors or renowned TV/film celebrities, logos of popular corporations, geometric designs, inventive fictitious creatures, animals, etc., have been proven to be the most popular doodles among students.

2. INCORPORATING DOODLES IN MARKETING STRATEGY

2.1 How Doodles Fit In The Visual Storytelling Toolbox

Three major criteria surfaced that should encourage more content marketers to adopt the simple doodle as a tool of choice.

- **Visual Disruption:** It used to be enough to merely have a vision, says Torrance, "but not anymore." You must differentiate yourself today." Professional-looking images are no longer necessary with the help of apps such as Instagram, WordSwag, and Canva. A digital world filled with similar-looking polished photos is the outcome, which reduces their ability to attract attention. Doodles are a stark contrast to this stream of technologically produced images.

- **Authenticity & Humanization:** In the same way that fingerprints are distinctive to their creators, doodle styles are as personal. Torrance says of his doodling, "The rough edges are the rough edges of my mind."

- **Subconscious Engagement:** As a result, Torrance argues that the viewer's judgement becomes more important as an image becomes more refined. As a result of doodles, the viewer is inadvertently invited to participate in completing the image. "The doodle is the beginnings of ideas festering," he says. However, they also let the spectator to add their own beliefs and assumptions to the discussion in a manner that polished photos or text cannot.

As Torrance points out, it's crucial to pay attention to your content's intent and context. At times, your material must make a definitive claim on a subject. If you don't want people to add their own opinions, a doodle is not the ideal graphic approach for this situation.

"we are all VISUAL animals."
— SCOTT TORRANCE

BENEFITS OF DOODLING FOR BUSINESS

- The act of doodling is a great method to spark your imagination. Awakening your creative side opens the door to new, unique ideas and the ability to think outside the box. Doodling is a terrific technique to help businesses innovate.
- Words can be transformed into symbols and deeper meaning by doodling. In other words, it's a representation of what you believe in and what you want for the future. Using pictures to communicate corporate goals allows for a closer connection to the organization's purpose and aims.
- Seeing what others have doodled is a great approach to assess your own or your group's mental processes. Drawning has been around for millennia, and doodling is a wonderful method to convey stories. Using doodling as a means of understanding an organization's culture can help key stakeholders better grasp the mood of its employees, which cannot be expressed in words, and provide further knowledge to help an organisation become more effective.
- Ideas or tasks can be more easily accomplished when they are broken down into small portions via doodling. As a result of the doodling, Mind Mapping is an excellent tool for breaking down knowledge and aiding in its retention.
- The act of doodling is enjoyable and brings out the artist in everyone, regardless of whether or not they possess artistic aptitude. The act of having fun allows us to connect with our innermost selves and to be open to new experiences that strengthen who we are.

4. ADVANTAGES & DISADVANTAGES OF DOOLING

4.1 Advantages

- **Inexpensive**

Paying an expert to build your animation videos will cost you a lot of money. On the other hand, Doodly is inexpensive. You can choose the one-time payment, monthly payment, or annual payment option to access all the features.

- **Easier to Use**

You do not need any special skills to use Doodly. The software is easy to use, and the Drag and Drop features are excellent.

- **Large Library**

The Enterprise plan offers a wide range of characters, photos, soundtracks, and props. Moreover, the creators update the software continuously, meaning that you will find more content each day. Doodly will change any of your images into an animation.

- **Versatile**

Doodly is a versatile software tool. You can use it to make instruction videos, ads, book reviews, or any other type of presentation video. It will help you get more views on your YouTube channel.

- **Supports Custom Images**

If your creation of animation videos requires many mathematical images, symbols, and statistical information, you can use custom images. Doodly does not offer any symbols or mathematical images. So, you will have to import them from other sources.

4.2 The Drawbacks

Here are the downsides of Doodly.

- **No Color Images in the Standard Version**

After paying for the Standard Doodly version, you will only get black and white doodles. That means you will have to upgrade to Doodly Rainbow if you need color videos. The upgrade will cost you more.

- **You Need a Reliable Internet Connection to Use the Application**

Doodly is cloud-based. It, therefore, requires you to stay connected to the internet when creating your animation videos. While this might not sound like a huge issue, you will never create doodle videos when in a place without internet coverage.

- **Requires You to Use Different Tools for Voiceovers**

While Doodly offers a channel for voiceover addition, you cannot record them on the platform. You will have to use a different tool and upload your MP3 tracks onto Doodly. That is annoying because timing your speaking with the video is hard.

5. CONCLUSION

Doodling is a great business tool. By guiding the doodles with specific questions that require reflection we can get to a deeper meaning of our business goals and to a deeper consciousness that connects us in a way that words alone are unable to do. So go ahead and doodle at your next meeting. In fact, have a meeting that is all about doodling and see what new and creative ideas emerge that may propel your company to the next level greatness.

Doodly will help you create many animation videos. It offers a large image library. After upgrading to the Enterprise or Platinum plan, you will have access to a larger club media library. Furthermore, you will have access to all the important video production and editing features. The creation of your first video may take a long time, but everything will be easier after you familiarize yourself with all the important features.

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