



Home News Advertising Media Directories Community Jobswitch Skunkworks Challenge

Search

Creative Showcase Storyboards News Interviews Account Movements Brand Search



ITC Classmate: Underlining individuality



Ashwini Gangal, afaqs!, Mumbai,
July 04, 2013 Section: News Category:
Advertising

Like 9 Tweet

In its latest film, ITC Classmate underscores individuality once again to promote its pens among school children.



The new ITC Classmate TVC
Click on the image to play

Extending its **'Un-clone your child'** thought, ITC Classmate Education & Stationery has rolled out a new film that tries to capture the sense of pride children feel when they start using pens for the first time in school.

Born out of much internal deliberation and consumer research, the idea is to capture the sense of empowerment that children feel when they learn how to use a pen to write their own name in a unique way.

Explaining the insight, Sam Ahmed, chief creative officer and vice-chairman, Rediffusion-Y&R, says, "A child discovering her own unique signature is perhaps one of the most important and earliest expressions of herself."

The idea, Ahmed feels, bears adaptability across languages and cultures.



Sam Ahmed

Komal Bedi Sohal, executive creative director, Rediffusion-Y&R, adds, "In a digital world, where we are all mostly communicating via SMSes and emails, it is only our signature that uniquely requires the use of a pen. We linked this insight to the beauty of a child finding her first expression of identity through her signature." According to Sohal, this is unlike what she calls "typical pen ads" that feature kids writing in a classroom.

The girl in the film represents today's 10-year old, as it is around class four or five that children start using pens instead of pencils at school. Even so, isn't a signature something we associate with adults and not children? Did the brand team consider this perceivable mismatch?

According to Karan Kumar, marketing manager, education and stationery business, ITC, the film draws on the insight that when kids start using pens, they try and emulate the adults around them. "The pen is a device of empowerment. Children at that age see teachers and parents signing various documents and want to ape them," he explains.

At first glance, the film and the accompanying soundtrack remind one of last year's **Khaya! Aapka film** for ICICI Bank that featured two little kids in a similar setting. When quizzed about his decision to give the ad a similar Northeast bend, Kumar responds, "We wanted to create a piece of communication without any clichéd visuals or sounds like schools, corridors, teachers, playgrounds and ringing bells. The attempt is to make it visually fresh."

Peers sign off happily?

Priti Nair, founder, Curry-Nation, calls the film a "very sweetly executed commercial." Appreciating the production value, she calls the casting and music "endearing".

"Practicing your signature as a part of growing up is a beautiful insight," she says, adding nevertheless, "I felt the link to the final product was a bit sudden. The ad goes well but the product suddenly comes 'pat!'" According to Nair, a lot more can be done when it comes to children because they make for very memorable communication.

About the brand's earlier 'Un-clone' campaign, the one the current one has roots in, she says, "That one truly had a powerful behavioural insight; adults keep comparing you to some famous person and usually that is taken as a positive thing but I liked the incongruity of breaking that tried-and-tested mould. It was brave and well-executed."

Vidyardhar Wabgaonkar, senior vice-president, strategic planning, Interface Communications, sums up the brand thought in his own unique way. "As they take in funny, wondrous, joyous discoveries of childhood, subtly, unknowingly, their personality and uniqueness gets shaped. They bloom into unique individuals. Signature is but one

RELATED STORIES

- ICICI Bank: Unexpected rewards
- ITC Classmate picks Windchimes Communications for its social media mandate
- ITC Classmate: 'Un-clone' your child
- Rediffusion retains ITC's education and stationery business
- ITC scouts for creative agency for its education and stationery business
- ITC TVC goes for retro-touch, packed with humour for Classmate

Today's News Most Commented Most Read

- OLX.in's filmy moment
- Huawei and Airtel offer free Wi-Fi on Easy Cab
- MEC appoints India head for new business
- After GEC twist, Channel V plans for novel time slots
- GEC Watch: Top three Hindi GECs witness drop in ratings; Sony retains numbers
- Trending: No, I am not going to the World Cup
- Lokmat Samachar all set to enter MP
- T-Series hits one billion views on YouTube
- Local brands chase celebrity endorsers
- TV viewers still haven't abandoned T20 cricket
- IIFA goes digital with Google
- LG launches Optimus G Pro at Rs 42,500
- First impression: LG Optimus G Pro
- Samsung goes for Galaxy shower
- Free incoming on Vodafone roaming
- DOCOMO chief denies reports of selling Tata Tele share
- 70 percent Nokia mobiles made in Chennai flout radiation norms: DoT



Komal Bedi Sohal



Karan Kumar



Priti Nair

expression of their individuality. Classmate is their companion in this journey' -- Such appear to be the lofty words to which the latest Classmate TVC may have been written," he articulates.

"Take a careful look at the real effort," Wabgaonkar goes on, "and the lofty words of the strategy get blown away! Normally, the signature is practiced on scraps of waste paper. Even the layer of 'signature getting shaped by experiences of life' and not by other people's signatures is a farfetched point for most common people." He feels the idea necessitates long sequences of visualisation. When the minute-long version is cut down to more practical lengths, the mood will not build, he predicts.

About this film, he adds, the grandfather-granddaughter interaction confuses the viewer at first, as do many other things in the film. However, commenting on the film in the light of the previous campaign, he feels this time the brand has been given a stronger role and has been better integrated with the narrative.



Vidyadhar Wabgaonkar

Tags: [Classmate Education & Stationery](#), [ICICI Bank](#), [Rediffusion-Y&R](#), [Interface Communications](#), [Curry-Nation](#), [ITC](#), [Vidyadhar Wabgaonkar](#), [Priti Nair](#), [Komal Bedi Sohal](#), [Sam Ahmed](#), [Karan Kumar](#)



Follow Ashwini Ganga

Major stories over the last 30 days



Share

Like

9

Tweet

© 2013 afaqs!

4 comments



Leave a message...

Newest ▾ Community

Share



Bikram • 14 hours ago

Superb thought, but the nuances could have been better scripted. All in all good. And guys stop basing Sam

^ | ▾ Reply Share ›



sakal panda • 18 hours ago

boring. this is not ME. this is India.

^ | ▾ Reply Share ›



adwartise • a day ago

what sam is doing after coming on board in rediffusion- giving interviews on someone elses work. WAY TO GO SAM:-)

1 ^ | ▾ Reply Share ›



vishal • a day ago

Not bad Sam. But the TVC definitely lacks the spark (+ive/ -ive) that your earlier interview had :)

1 ^ | ▾ Reply Share ›

Comment feed Subscribe via email

HOME	NEWS	ADVERTISING	MEDIA	DIRECTORIES	COMMUNITY	JOB SWITCH	EVENTS
About us	Latest News	Creative Showcase	Latest News	Office Finder	Blogs	All Vacancies	Brand Owner's Summit
Advertise	People	Storyboards	Television	Brand Finder	In the Spotlight	Top Employer	Digitisation Begins
Register	Guest Articles	News	Print		Brand Birthdays	Charter Members	AJAMCL 2013
Contact us	Points of View	Interviews	OOH		Planning Room	Post Resume	TV.NXT 2012
Sitemap	Defining Moments	Account Movements	Digital		Face Off		The Round Table Series- Challenges in Real Estate
Service Agreement	Case Studies		BTL				101 Markets 2012
	afaqs! Reporter		Radio				Industry, Challenges in Education Industry, Education, Real Estate, PSUs
	Special Reports		Media Briefs				More Events
	Industry Events		Interviews				
	Last 30 Days Stories						
	Company Briefs						
	Interviews						

material on the Website for any commercial purposes.