

FEBRUARY 2021

# #fusionist

the



14

Let's Talk About Sex

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The Myntra Logo  
Brouhaha

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# What's in your story?

In a world filled with people and their din, their energies, their waste, their struggles and their experiences, what significance does your story hold?

How do you, as a free-thinking bird from the marketing and advertising industry, allow that story to shape your thoughts, ideas and opportunities? What makes your story authentic, more interesting and important than the next person's? How do you make your story memorable?

What (or is it up to WHO?) is telling your story? Would our stories be as exciting to listeners if we told it ourselves? Surely, not! Who is going to tell your story, then?



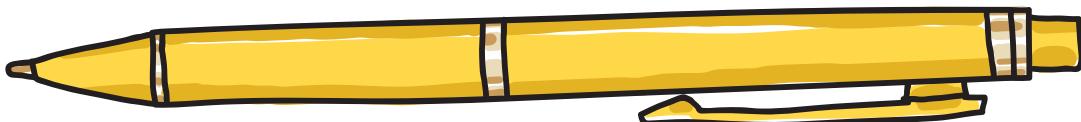
Advertising, in my limited experience, as a bed partner to branding, is only entirely about the storytelling. Authorising, and then trusting a legit storyteller to do your journey and desired portrayal justice, is key.

The hook and twist of the story can come from a myriad of places; hold on to your preferred minstrel when you find one, and make them weave your songs on your behalf for the world to sit up and listen. Demand the emotion of your choice, and let the storyteller do their job. Allow them their creative liberty, and watch the attention flow unasked! Let them suggest whether your Is need dotting and if your Ts really need crossing or if doublespeak should be the tongue of your tale.

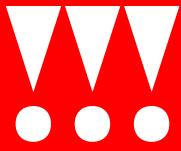
Your soulmate of a storyteller will bedeck your brand in gold for battle, and stand by you on the vanguard.

In this edition, enjoy the story Rediffusionists told about Telco decades ago, and for Parle this Valentine's Day. Does the rationale really matter so long as the story moves your audience? Find out in Slaying Sacred Cows Volume 2. Don't miss our Planning Partner's piece on the gravity and brevity of that Mynta logo. Brava, bella!

Cheers,  
Debbie



**Debalina Chaudhuri,**  
Director – Digital Business Transformations



## The worthlessness of the rational vs emotional argument

By

**Neeraj Sharma**

*Head, Strategic Planning, Rediffusion Mumbai.*



If our parents were rational, we would not have been born. The cost, the investment and the exhaustion just do not make logical sense. Before you think this as another piece on the prolonged debate of rational vs. emotional, let me clarify it is not about that. And I will tell you why not, in just a short while.

Every time a strategist briefs a creative team, a creative team presents a campaign, or a marketer provides feedback, they always divide the work neatly between rational and emotional. And it makes sense, helping us classify the work better and make the right decision basis what the brand needs at that point of time.

## The argument: “There are rational campaigns and then there are emotional ones (and we need one depending on the objective a brand has)”

But before I declare my POV, which may hurt you personally, let us see this.

**After we paint the car we paint the paint.**

You should see what we do to a Volkswagen before we paint it.  
We bathe it in steam, we bathe it in alkali, we bathe it in phosphate. Then we bathe it in a neutralizing solution.  
All that is cleaner, there wouldn't be much left to paint.  
Then we dunk the whole thing into a vat of slate grey primer until every square inch of metal is covered. Inside and out.  
Only one domestic car maker does this.  
And his cars sell for 3 or 4 times as much as a Volkswagen.  
(We think this is the best way to make an economic car is expensively.)  
After the dunking, we bathe it and sand it again.  
Then we paint it.

Then we bathe it again, and sand it again by hand.  
Then we paint it again.  
And bathe it again.  
And sand it again by hand.  
So other 3 times, you'd think we wouldn't bother to paint it again and bathe it again. Right? Wrong.



So, are these ads rational or emotional? Well, whatever your answer is, it does not matter and this debate itself is a waste of everyone's time. Because ...

**The counter-argument: "Everything is emotional."**

If it is not emotional, it's not for sapiens; animals, unfortunately, can't read. Allow me to explain. The stimulus could be anything—logic, emotion or 50–50, but the response is always emotional.

When David Abbott wrote (and featured) in this Volvo ad, he was making a rational argument, but the response was 'the feeling of assurance and safety.'

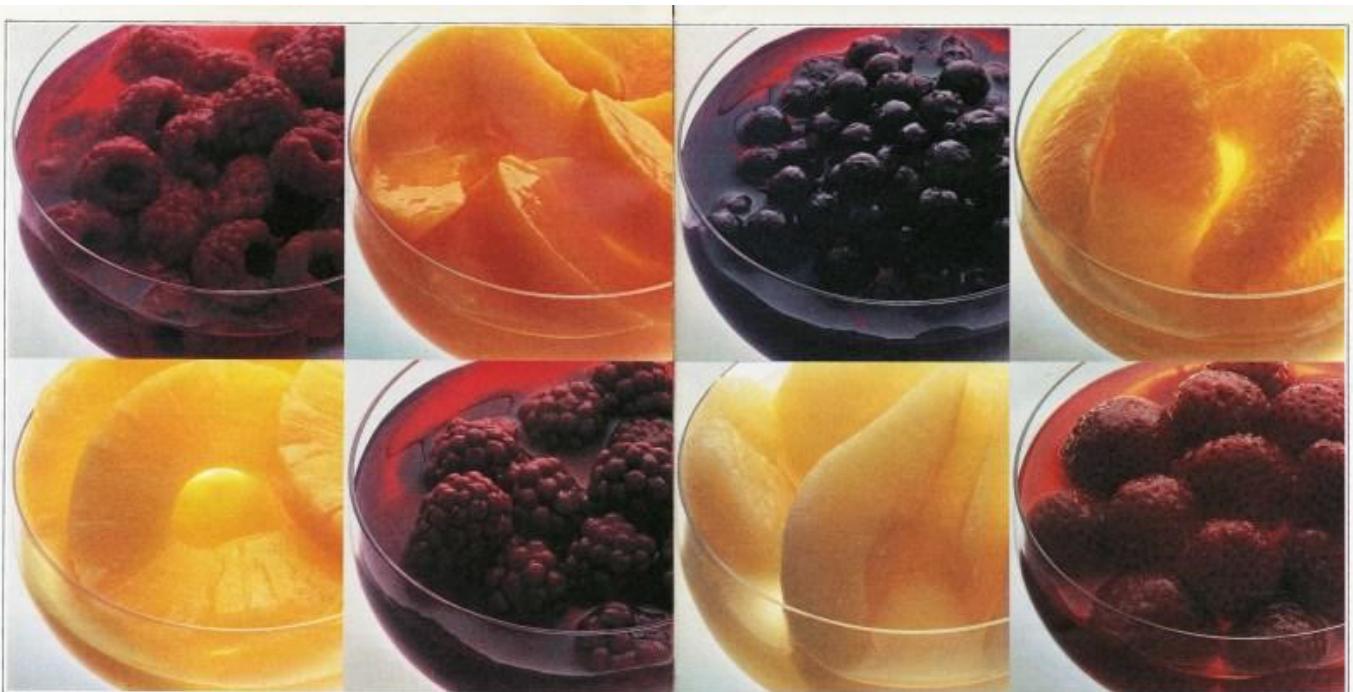
**IF THE WELDING ISN'T STRONG ENOUGH, THE CAR WILL FALL ON THE WRITER.**

That's me, lying rather nervously under the new Volvo 740. Someone decided I should put my body where my mouth is. So we suspended the car and I crawled underneath. Of course the Volvo lived up to its reputation and I lived to tell the tale. But the real point of the story is this; the Volvo 740 may have a different body shape, a fast and frugal new engine, a new interior and a new suspension system, but in one respect it's just like the Volvos of yore. It's so well built you can bet your life on it. I know. I just did.

NEW VOLVO 740 RANGE STARTS AT £9,249. 2.3 LITRE ENGINES. CARBURETTOR AND INJECTION VERSIONS AVAILABLE. PRICES INCLUDE GVA TAX AND VAT (DELIVERY AND NUMBER PLATES EXTRA). CORRECT AT TIME OF GOING TO PRESS. CUSTOMER INFORMATION TELEPHONE: HIGH WYCOMBE (0898) 33444. To: Volvo, Springfield House, Mill Ave, Bristol BS1 4SA. Please send me details.  
Mr/Mrs/Miss:  
Address:  
Postcode: **THE NEW VOLVO 740. FROM £9,249.**

(A deviation for a joke, which is as true now as it was then: First, the ad agency presented this ad with a baby under the car. The client said absolutely not. Then they presented it with a welder under the car. Welding Union said absolutely not. Then they presented it with the ad agency writer under the car. No one objected.)

If you see this ad for Sainsbury's, making a case for 'Good food costs less at Sainsbury's,' you see the simple rational argument of no syrup in fruits, but your response is 'a sense of well-being' and 'an honest product.'



**From Sainsbury's, canned fruits that are swimming in juice not drowning in syrup.**

No longer need weight watchers watch out for canned fruit.

(No added sugar means no added calories.)  
How do they taste? In a word, wonderful.

Sainsbury's have taken a selection of popular fruits and canned them in natural fruit juices.

Each can is brimful of fruit that tastes so natural it can double for fresh fruit in many recipes.

In all, there are 12 fruits in juice, including apricots, mandarin oranges, blackberries and

prunes. (If you count fruit cocktail the tally is 13.) Of course, this doesn't mean we're abandoning our canned fruits in syrup.

For many people, it's the syrup that makes the fruit delicious.

It's just that at Sainsbury's we like to give you a choice. Whenever we can.  
**Good food costs less at Sainsbury's.**

**Good food costs less at Sainsbury's.**

Even this quantitative demo (as rational as it can get) has the emotional response of ‘care for my skin’ or ‘scare for my skin.’

# Do you really need the alkalinity of a household cleaner to wash your face?

Undoubtedly not. Yet high alkalinity is an important

part of why most soaps dry your skin. Let us explain.

household cleaner  
pH 12.5

Everyman<sup>®</sup>  
pH 12.5

Mr. Clean<sup>®</sup> measures 10.8, rather more acidic.

Bonacure<sup>®</sup> soap is slightly acidic (pH 5.5), relatively

Alpha Keri<sup>®</sup>  
pH 5.5

Jergens<sup>®</sup> Mild  
pH 5.5

of your skin. The remaining bars on this page, perhaps

most of them, are closer in pH to the household

Cetacean<sup>®</sup>  
pH 5.5

Neutrogena<sup>®</sup>  
pH 5.5

bars. Whether soap is natural, expensive, even

"green," it will change the color of lotion paper. Because

Dove<sup>®</sup>  
pH 5.5

distilled water  
pH 7.0

Look at the comparison on this page. There is a clear-

hold cleaner at one end, distilled water at the other. In

between are several soaps with small

differences in alkalinity. These are pH numbers, and tell you the alkalinity of each. The distilled water, on the right has a pH of 7, which is neutral. Ratings below pH mean a substance is acidic; above pH it is

alkaline. The household cleaner on the left, in this case

is described by things that are strongly alkaline.

Most soaps are made with lye, a highly caustic sub-

stance. All do damage the "acid mantle" or pro-

tection layer that helps the skin hold its moisture,

This is why soap is so drying.

Dove<sup>®</sup> has a unique formulation that makes it dif-

ferent from other soaps. You'll notice that it has the

same pH as distilled water, just a tiny higher than that

down. Of course, we're not saying that washing your

face with soap is the same as using a household cleaner,

simply that most soaps are highly alkaline, therefore

incompatible with the balance of

your skin.)

How does your soap measure up

in Dove? It may surprise you to know

that almost any soap is more alkaline

than Dove. Whether soap is natural, expensive, even

"green," it will change the color of lotion paper. Because

the darker the soap, the darker the paper becomes

—the darker, the harsher.

So while the question of alkalinity may never have

crossed your mind, you may find yourself deciding you

don't want it on your face.

Often, we assume that rational/logical claims do not need creativity. On the contrary, it needs more because sheer logic seldom moves people. No one has understood it better than astute politicians. A smart politician says: "So many families were given a gas connection in a year". A smarter one says: "Now Geeta Ben from Valsad and millions like her won't suffer from asthma or lung cancer."

## Caution

If you understand the argument correctly, it is not a versus story – fact versus story, rational versus emotional or cold statistics versus warm narrative. It is about what helps you get a response. Therefore, on various occasions, to elicit an emotional response you need to take help of numbers, and to establish trust and credibility, you need to show facts rather than just empty words.



At least one in every three people will contract cancer. It's a chilling statistic.

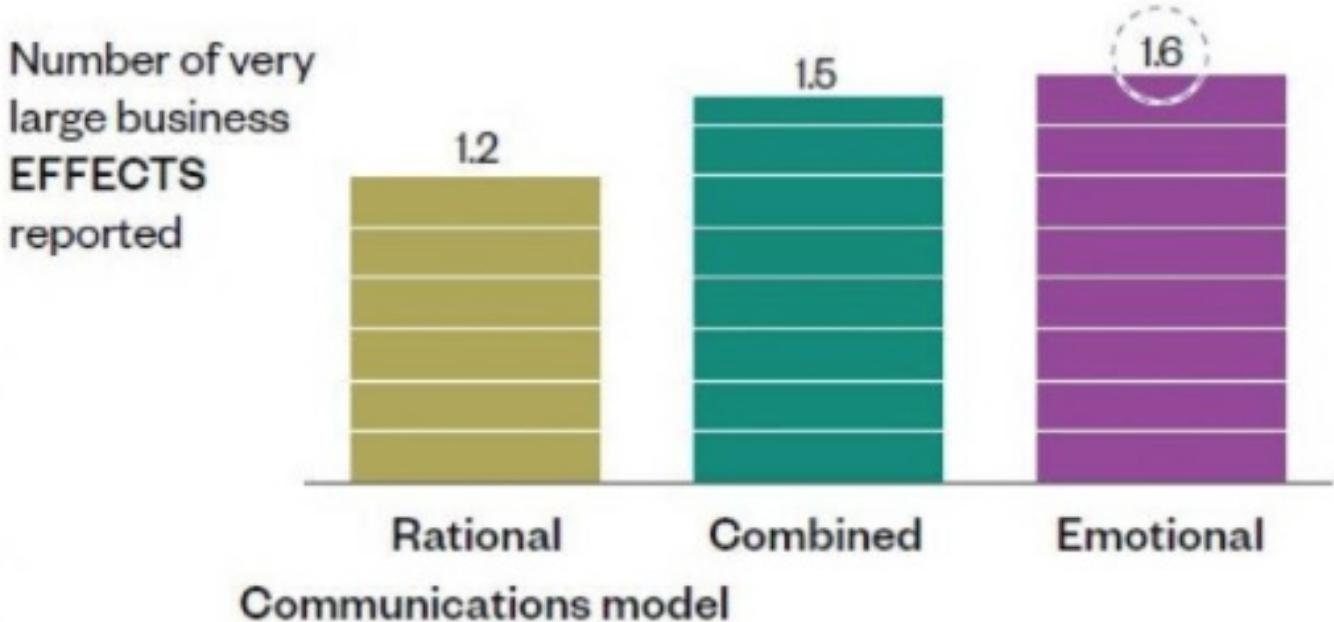
And in the case below, the number conveyed an important fact with a twist and a dash of humour.



**Chivas Regal is always twelve years old.  
Rarely thirteen.**

To conclude, I can produce this chart from 'The long and short of it' by Les Binet and Peter Field:

Figure 47 Emotional campaigns produce more business effects



Or I can quote Dave Trott:  
“Reason is emotion.”

And direct you to this  
beautiful story narrated  
by him:

[https://www.campaignlive.co.uk/  
article/view-dave-trott-reason-e  
motion/1383708](https://www.campaignlive.co.uk/article/view-dave-trott-reason-emotion/1383708)

You decide what works best for you!



# Brews of the month

*What's up with you this month?  
Here's what's up with us!*

## **Mazelo Gang. Fulltu Fatang.**

### **Parle Mazelo**

Mazelo, as the name suggests, is a candy brand that asks kids to enjoy life. But when bullies come in their way, the Mazelo Gang comes to their rescue and teaches the bullies a lesson. Watch this Fulltoo Fatang campaign and just Mazelo!



## #HarKismiMeinHaiKiss

### Parle Kismi

The iconic brand Kismi has been a catalyst for many love stories since decades. With the launch of its new flavours, Parle wanted to do a youthful communication for the brand. This ad film captures a cute-awkward moment between a young couple where the new flavours of Kismi save the day for them and make it memorable too.



## Cancer Se Jeetna #SambhavHai

### Tata Trusts

Chhoti umar  
mein badi  
jung jeetna  
**sambhav hai.**

Anamika Soni  
Won against blood cancer

Jaldi pata lagne se cancer se jeet  
sakte hain.  
Niyamit roop se screening  
karwaein.  
Aaj hi apne doctor se sampark karein.  
**#SambhavHai**

TATA TRUSTS  
कैंसर से जीतना  
**संभव है**

Cancer is a leading cause of death in India because people are not aware of the need for regular screenings and early detection. For World Cancer Day 2021, we helped Tata Trusts launch an awareness campaign with a message of hope from real-life cancer survivors: **With early detection, cancer se jeetna**



**#SambhavHai.** It included a film, social posts, and an activation asking people to change their social display pictures to the Sambhav Hai logo on 4th February.

**Myntra:**

# Let's Talk About



**A personal opinion article**

By **Vasudha Verma**, Partner - Strategic Planning

In a world riddled with problems that need to be solved – climate change, despotism, poverty, inequality, racism, casteism, sexism, homophobia, hunger, pandemics – Myntra has changed its logo. Chalk one up for the virtue signallers. A problem that wasn't a problem was 'identified' and 'solved', all before anyone realised what was happening.



The 'activist' who fought this silly battle and won seems to be struck with a very niche form of pareidolia – that phenomenon where plug sockets look like sad emojis or clouds look like ice cream cones to the human eye. It seems to some, typography looks like pornography.

Many memes have been made on the issue – and I can't really blame the meme-makers. The issue is ridiculous when viewed from every angle (particularly the angle that apparently looks like a woman with splayed legs, about to have a very fun night). Like the optical illusion of the hag and the beauty, it is now impossible for the entire nation (and I'm sure the entire Myntra team) to unsee the sexual liberation in this logo.

As a marketer, a few things are clear.

- Obviously this now-not-so-subliminal message was completely unintentional.
- This is an absurd waste of resources.
- This is a great PR stunt.

We dream of our work being able to capture the national conversation the way this farcical story has. To get this kind of organic media real estate takes a lightning-in-a-bottle moment – and apparently, an 'activist' with an overactive imagination.

Myntra to change logo after woman files complaint against it for being offensive showing naked woman legs.

Meanwhile:



Anurag 🇮🇳  
@anu\_tweets\_

Myntra changes logo after activist calls it 'offensive' towards women.

\*Meanwhile other companies :-

merko to esa dhak chak horela hai

6:55 PM · Jan 30, 2021

77 40 Share this Tweet

मयंक 😊♦️  
@memes\_walaaa\_

Hey @myntra here I'm presenting you a neat and clean logo without any vulgarity 😊 You can also hire me as your graphic designer 😊 #MyntraLogo

Pooja Mourya @PoojaMourya07 · 13h

All the logo maker who have done studies to make logos. Now they to rethink about there ideas.  
#MyntraLogo

As a vocal and avowed feminist, however, there is only one point to make here.

Yes, this is a feminist issue.

But not in the way that the 'activist' who filed the police case was hoping it would be.

I have no intention of rallying behind her as India's new Steinemesque feminist icon or letting her lead the way in the fight for women's equality. She is neither the protector of my modesty, nor of my sentiments.

Even if the Myntra team had intentionally designed and approved a logo that was meant to surreptitiously depict a woman opening her legs and giving everyone a saucy glimpse of what is hers to flash, I am not offended.

I am not offended simply because the vagina is not offensive. A woman spreading her legs consensually is not offensive. I assume that this mysterious lady hidden within the prongs of Myntra's 'M' has her legs wide open consensually as I see no other figures hidden with her, coercing her to do anything against her will.

If the 'M' were a woman who is proudly displaying her vagina for the world to see, all I can say is – you go, girl! You do with your body whatever the hell you want to do – and don't you let anyone else – woman or not, activist or not – tell you that what you choose to do with your body and your sexual agency is offensive to the sentiments of your sex.

Culturally, as the land of the Kama Sutra, the goddess Rati, and Khajurao, a woman's sexuality has not only been acknowledged, but worshipped. Thousands of years ago India understood and celebrated the vagina and women who

I am not  
offended  
simply  
because  
the vagina  
is not  
offensive

spread their legs (the very source of humanity, remember?). Have we forgotten that we still pray to ShivLings, which depict the lingam emerging from the yoni?

The 'activist' and Myntra's immediate capitulation to her preposterous police case have not won a battle for the feminist cause. In fact, they have only succeeded in propagating the harmful and degrading social construct that an Indian woman's sexuality is something she should be ashamed of, and something that other people should be offended by (as though another person's feelings have any place in a woman's relationship with her own sexuality). Erasing obscure and unintentional references to a woman's body and her sexuality is not empowering, it is diminishing.

Myntra's new logo has changed very little. Where earlier two layered prongs created a teardrop that some apparently thought was a vagina, now there's simply one opaque prong over another. It continues to look like a direct view of a supine figure's splayed legs. However, now the 'M' doesn't have any aspects that could be mistaken for genitalia from any angle. Perhaps the new logo is a mannequin?

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Vintage  
Fusion

# '90s A Movement Called Telco

Rediffusion strode proudly into the 90s with its famous 'A Movement Called Telco' campaign. Telco was the abbreviation of TATA Engineering and Locomotive Company, which was later renamed as Tata Motors.

There was some kind of unrest and discontent at the factory level, with labour problems and different people pulling in different directions. Mr. Ratan Tata wanted the company to pull together in the same direction.



According to Bugs Bhargava, the creator of the campaign, Mr. Tata gave a ‘beautifully graphic brief’ in which he wanted a company where, if a girl’s family came looking for a groom, and if the girl and her family heard that the boy is working in Telco, they should not think twice about saying yes to the alliance!

It was in an Irani joint in Bandra while having tea, that Bugs cracked the idea of togetherness. He called it ‘A Movement called Telco’ because the whole thing was about moving together and accordingly the visual treatment of the film was all about a walking human chain building up slowly to eventually form the Telco logo. The film also had a very powerful anthem or jingle, a scratch of which was hastily recorded with the help of Louis Banks, just before the presentation to Mr. Tata. “There was no singer (available at such short notice), so I sung it myself” recalls Bugs. To highlight the organisation standing united towards a goal of going higher, the anthem urged each member of every team to join hands and walk together into a bright future.

Apparently, after Team Rediffusion led by Mr. Arun Nanda presented the campaign, Mr. Tata had tears in his eyes and said: “This is the organization that I want.”

## At one level it was an Internal communication exercise that worked for the organization.

At one level it was an Internal communication exercise that worked for the organization. Simultaneously, it also worked wonderfully well externally, for the world at large. To that effect it was a first-of-its-kind campaign done back then, “a sword that cut two ways” according to Bugs.

The team went to Pune to shoot the film inside the factory and it was a massive exercise given that work had to be stopped on the shop floor and you had to get more and more people to join in. Something very interesting happened during the shoot. The workers started enjoying it and soon one could actually see the feeling of camaraderie amongst them. Ironically, the objective of the communication was actually being met during the filming of it!

The print rendition of the campaign used different objects to represent the letter 'O' of Telco imaginatively. According to Bugs - "That was Mr. Nanda's idea. He was the best Creative Director that I ever worked with." The campaign went on to win Best Corporate Campaign of the Year Award and many more accolades. What's more important is that it strengthened Rediffusion's bond with the Tata Group, something that's going strong even today ...

**TELCO**

THE  
HUMANITY  
TO SHARE

Telco. Partners in progress with 50 villages around Pune and Jamshedpur. Villages where we sought to provide only the impetus for any welfare programme the villagers wished to start. So, while materials to construct primary schools were made available to every village, the builders were the

villagers themselves. While 64,000 saplings of fruit-bearing trees were donated by us, the planting was done by the villagers themselves. While medical vans and equipment were provided by us, the health workers were the villagers who had spawned the idea. The humanity to share. A force

that will power Telco to help in eradicating leprosy by the end of the decade. A force that is part of a movement that will set new standards in human endeavour.

**Telco**  
A MOVEMENT CALLED

A TATA ENTERPRISE

Rediffusion/TL/02/3116

**TELCO**

THE  
HEART  
TO DARE

Telco. When 21,000 people came together to make a difference. A desire we call the heart to dare. An achievement typified by the Tata Steel and the few others, world-class vehicles made with

precision that will turn the world's eyes here daily.

**Telco**  
A MOVEMENT CALLED

**TELCO**

THE  
FREEDOM  
TO CREATE

Telco. More than 21,000 people proving that way through the impossible. A force that has taken on the momentum of a movement. A movement fuelled by the freedom to create. A freedom that can in our name, continue at Telco. One whose only responsibility is to usher the greatest in India's hands. Because we know that it is only when people can give the freedom of a movement. A movement fuelled by the freedom to create. A freedom that can in our name, continue at Telco. One whose only

of vehicles with a fuel efficiency comparable to the best in the world. And progress that is now a movement. A movement that will extend the scope of what human beings can achieve. **Telco**  
A MOVEMENT CALLED

# TELCO

THE  
FREEDOM  
TO CREATE

Telco. More than 35,000 people passing this way through the impossible. A force that has taken on the momentum of a movement. A movement fuelled by the refusal to quit. A refusal born out of sheer will and responsibility to realize the greater in their hands. Because we know that it is only when people are given the freedom to go by that they get that real progress can be made. Real progress that fuel the kind of India's first pick up truck. Real progress that will come in the form of vehicles with a fuel efficiency comparable to the best in the world. Real progress that is now a movement. A movement that will exceed the scope of what human beings can achieve forever. **Telco**  
A MOVEMENT CALLED Telco

Photo Courtesy: TELCO

# TELCO

THE  
POWER  
TO DREAM

Telco. 31,000 people passing by the book of what's possible. A force that has taken on the momentum of a movement. A movement fuelled by the power to dream. A power we give every year to the hundreds of young men and women they are trained and taught at our plants and customer centres, that gives a generation that strengthens them more. Because we know it's only the courageous dreams of today that become the brilliant stories of tomorrow. Dreams who make India's first indigenous diesel truck. Dreams who will one day see Telco vehicles on the roads of the developed world. Dreams behind a movement that will ultimately redefine the limits of what can be achieved. **A MOVEMENT CALLED Telco**

TATA

# TELCO

THE  
REFUSAL  
TO QUIT

Telco. When 35,000 people come their way through the impossible. A force that has taken on the momentum of a movement. A movement driven by the refusal to quit. A tenacity that sees us building special part-fabricating machines when none of their kind exist. A tenacity that saw us survive the days of foreign exchange scarcity and become the largest foreign exchange earner in the automobile industry. A tenacity that will see us producing models every 24 months, as fast as any in the world. The refusal to quit. It forms the soul of a movement. A movement that will change perceptions of what is humanly possible forever. **Telco**

A MOVEMENT CALLED Telco

TATA

RefiFusion/TL/01/434/6

# TELCO

THE  
COURAGE  
TO CARE

Telco. When 35,000 people are pushed the need to return to the earth when we had to ready today from it. Today while we're from our factory is not only need and tested, he is also repaired and used in alleviation projects. The courage to care. In effect that all our tomorrow's Telco vehicles take their place amongst the most pollution conscious vehicles in the world. A tenacity that has driven 31,000 people to convert it into a movement. A movement that will look kindly at tomorrow and make it happen today. **Telco**  
A MOVEMENT CALLED Telco

TATA

# TELCO

THE  
VISION  
TO  
NURTURE

Telco. When 31,000 people have and witness in time that may be learned from their jobs, but you still, from inside of the workforce trained over a period totaling more than 54,000 days. In effect to be individuals chosen a movement that will bridge the gap between dreams and belief. **Telco**

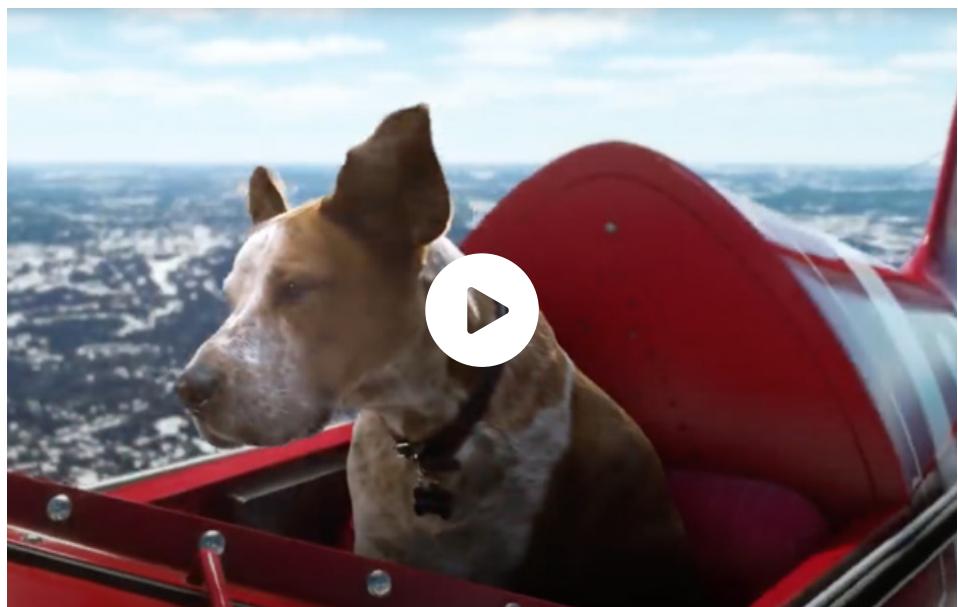
A MOVEMENT CALLED Telco

TATA



## Microsoft - Find Your Joy

Microsoft creates memorable holiday commercials each year, but this one quickly became our favourite! In 2020, it was all about dogs frolicking in video games. Super adorable!



Please send your  
suggestions, ideas, queries  
or feedback to  
[editor@rediffusionist.in](mailto:editor@rediffusionist.in)

**redi#usion**

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