

## ART OF ADVERTISING IS INFOTAINMENT

*Pooja Jain*

*Department of Fine Arts, Manipal University, Jaipur, Rajasthan, India*

---

**Received: 21 Jan 2018**

**Accepted: 29 Jan 2018**

**Published: 12 Feb 2018**

---

### **ABSTRACT**

*When it comes to entertainment, it's a must have in Advertising. Any ad for that matter cannot be convincing if it only provides information. The information has to be manipulated in a way to make it appealing and entertaining. And this is why, we say Art of Advertising is all about infotainment. Advertising being a primary form of communication is also meant to sell and earn profit by persuading the consumers, and in order to add the little magic to persuade the consumers, they need to be entertained in a manner that the ad is being retained and registered in the minds for a long duration. From Mazaa's positioning of the thirst for Aam (mango) to Froth's youth connect, in terms of positioning each brand has struck a different note in recent years. One could view it as communication taking a mature form. Infotainment today is must, considering how quickly consumers are adapting to it and tend to develop a clean distinguished identity for any brand. Since the time advertising evolved came competition, and with competition comes the need to develop and carve a niche for your product which further gives birth to creativity. Creativity is the soul of entertainment and one has to be in constant touch with the invading newer ways to entice the audience. Today in this youth centric space, simple communication with a piece of information is not so cool. It is human nature to get enthralled with creativity, and this fascination of audience is what advertisers thrive for. Most of the times, Indian ads are 'over the top' and are not very realistic but the fact of the matter is that they stick in your brain. Thus, the brand recall based on the advertisements is very high. Entertainment is bliss if carried in a right manner and now this is a challenge for advertisers to make it blend well with apt information.*

**KEYWORDS:** *Entertainment, Persuading, Communication, Niche, Creativity, Blend*