

# Creative Advertising and Memory Retention: A Study of Short-Term and Long-Term Brand Recall from Piyush Pandey's Campaigns.

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## ABSTRACT

It is known that people notice and remember products with the help of creative ads. In the modern chaotic media where many people view numerous advertising daily, the better an advertisement is remembered, the better the advertisement is. This paper will focus on how imaginative advertisements make individuals recall the brands in the short term and in the long term. It dwells upon campaigns by Piyush Pandey who is a major Indian advertisement producer. His advertisements contain stories, emotions, culture and straight forward ideas and hence are an excellent example of how creativity impacts on memory.

The research would like to observe how creative advertisement components, such as story flow, emotions, relatable content, culture may assist people to remember brands immediately after viewing them and in the future. It relies on new data through surveys and memory-tests, as well as, examines other studies regarding ad creativity and memory. The study will establish trends between creative design and short- and long-term recollection by comparing the recall ability of various ads by people.

We assume that the findings will reveal that emotionally and culturally resonant ads are better recalled in the long run than fact-giving and selling ads. Creative advertisements are no longer about attractive images or original concepts; they are about the establishment of genuine relationships with people. The study assists us to comprehend how advertisements are effective, and provides helpful insights to students, advertisers and brand planners, regarding how storytelling could contribute to lasting brand memories.

**Keywords** – [Creative Advertising, Brand Recall, Short Term Memory, Long Term Memory, Consumer Behavior, Emotional Advertising, Storytelling in Advertising, Cultural Relevance, Advertising Effectiveness, Memory Retention, Brand Communication, Indian Advertising Industry, Advertising Creativity, Audience Engagement, Brand Perception]

## INTRODUCTION

Advertising is a form of communication used by organizations to promote products, services, ideas, or brands to a target audience. The goal of advertising is to tell people about a brand convince them to try it and remind them that it exists. Advertising uses things like TV, newspapers, radio, billboards and the internet to get to people. In today's marketing advertising is really important because it helps people remember brands, like Advertising. Advertising is a part of how companies get people to notice them and buy their products. Advertising is what makes people think of a brand when they see Advertising. It does not only promote goods and services but also communicates with audiences by influencing their emotions and attitudes toward a brand. In a media environment that is saturated with advertisements across television, online platforms, outdoor media, and social networks, capturing attention alone is not

sufficient. True success in advertising is achieved through the creation of messages that are memorable and meaningful to consumers.

The way advertising works in India is really different because India is a country with many different cultures. A time ago before India was independent advertising was mostly about giving people information and it was in newspapers and things people could read. It was about telling people that a product existed. Then the radio and television became popular after India got its independence. So advertising started to be more about telling stories and trying to make people feel things to get their attention. When India opened up its economy in the 1990s it was a deal for the advertising business. Lots of brands, from other countries came to India and suddenly there was a lot of competition, which changed the advertising industry in India. This period encouraged greater creativity and experimentation in advertising content. Indian advertisements began to reflect social values, cultural traditions, and everyday experiences, making them more relatable and emotionally engaging for consumers.

**Piyush Pandey** is a name in India when it comes to making ads that people really like. He is one of the important people in the Indian advertising industry. The ads made by him do not just try to sell things to people. Instead his ads show people's lives and how the product fits into it. This way his ads are more about people and less about the product itself. That is why his ads are so popular. Through campaigns for well-known Indian brands, he has demonstrated how simplicity, relatability, and cultural relevance can create strong emotional connections with audiences. His contributions have not only influenced advertising practices but have also set creative benchmarks within the Indian advertising industry.

Several iconic campaigns conceptualized by Piyush Pandey demonstrate the effectiveness of creative storytelling in building strong brand recall. One of the most memorable campaigns is for **Fevicol**, widely recognized for its humorous and culturally rooted advertisements that highlight product strength through relatable storytelling. The campaign popularly associated with the tagline "**Fevicol Ka Mazboot Jod Hai, Tootega Nahi**" portrays exaggerated yet realistic situations to communicate product durability. Similarly, the campaign for **Asian Paints**, known for the tagline **Har Ghar Kuch Kehta Hai**, focuses on emotional attachment between people and their homes rather than promoting paint as a product alone. These campaigns reflect Pandey's ability to merge cultural familiarity, emotion, and storytelling, resulting in advertisements that remain memorable for long periods.

In contemporary marketing, advertising plays a very crucial role. It assists individuals to view and recall brands. It does not only advertise goods and services; but also converses with individuals, influencing their emotions and views regarding a brand. In a media environment that is full of advertisements in TV, online, outside and social media, it is not enough to simply capture attention. It is only through the creation of messages that are memorable and meaningful to them that people achieve real success.

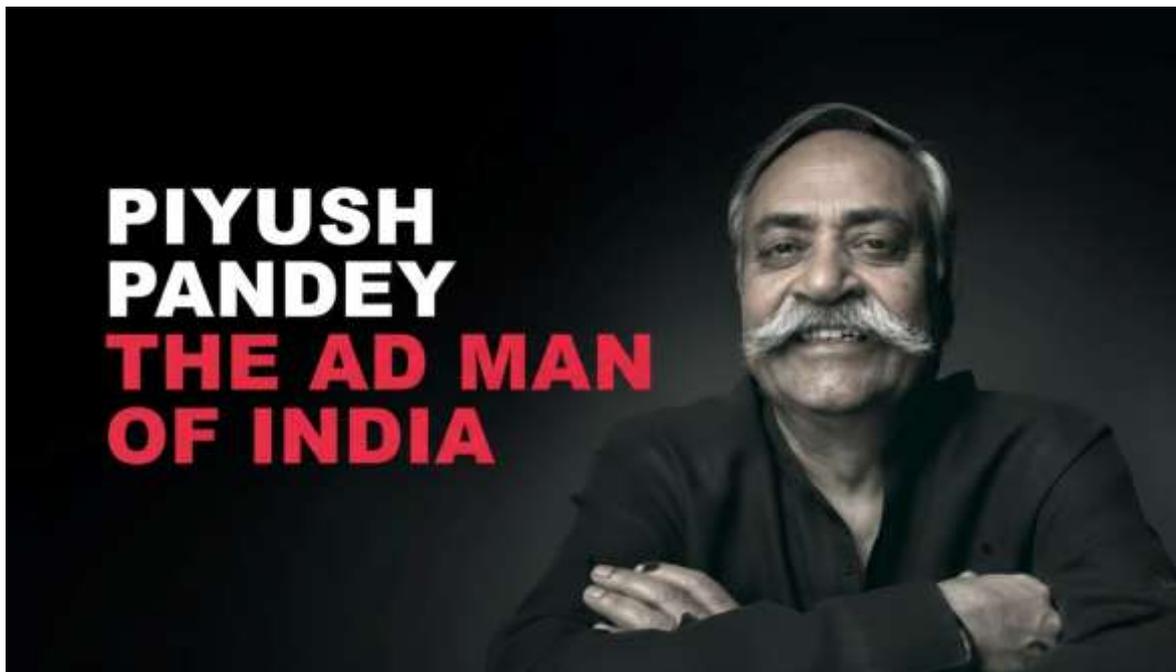
The ability to remember ads is a major indicator of the success of ads. It could be divided into long-term and short-term recall. Short-term memory is the ability of the individuals to recall an advertisement immediately after viewing it. Their ability to remember it later is in the form of long-term recall. Commercials with high recollection in the long term are the ones that are more likely to make people identify with, like, and remain committed to a brand. That is why memory retention is a large manner of assessing the success of a campaign.

It is perceived that creative ads are what make memories alive. Ads will reach their hearts and minds, and the message will become memorable and easier to remember thanks to creativity. Ads are distinguished by storytelling, emotion appeal, humor, bare ideas, and novelty. In cases where creativity is equal to what the audience is interested in, the brand message is picked intensively and remains memorable.

In India, creativity can be manifested through stories derived out of daily life and culture. Indian audience is attracted to familiar, authentic, and socially important ads. Many Indian advert creators are aware of the campaigns of Piyush Pandey due to its straightforward, emotional, and cultural savvy. His advertisements very rarely feature hard selling

but adopt human narratives that make sense to the brand, and as such, the advertisements remain memorable even after viewing them.

Short and long memory of a brand is very dependent on emotional connection. Studies indicate that emotional appeals of the advertisement are better remembered in the long run. The advertisements of Piyush Pandey tend to be warm, nostalgic, humorous, and sympathetic. This allows viewers to identify strongly with the message and the brand. This study examines the influence of such creative parts on memory. It demonstrates the importance of meaningful creativity towards creating a brand that lasts and becomes memorable.



**IMAGE (1)**

## **LITERATURE REVIEW**

The existing body of literature strongly supports the foundation of this study, *Creative Advertising and Memory Retention: A Study of Short-Term and Long-Term Brand Recall from Piyush Pandey's Campaigns*. Previous research consistently shows that creativity and innovation are key to effective advertising, especially in creating strong links between the ad message and the brand. Creative ads capture attention, engage emotions, and improve thinking processes; all of these are essential for forming memories. Studies find that ads work not just by informing consumers but by motivating them emotionally and psychologically. This approach boosts both short-term recall and long-term brand retention. This point is particularly relevant to Piyush Pandey's work, which illustrates how simplicity, originality, and emotional depth can turn advertising creativity into lasting memories. **(Maharana, D. K. C. (2015).**

Literature on the evolution of Indian advertising shows a change from straightforward, product-focused messages to emotionally engaging and culturally relevant storytelling. This change closely matches Pandey's creative style, which draws from Indian social realities, humor, nostalgia, and daily life experiences. Studies on emotional appeal indicate that feelings like joy, empathy, family ties, and patriotism improve recall and brand connection, more so than logical appeals. Campaigns like **Cadbury Dairy Milk's "Kuch Khaas Hai,"** featuring a young woman dancing on a cricket field to celebrate spontaneity, highlight how emotional expression and cultural relevance capture immediate attention and create lasting memories. Likewise, **Asian Paints' "Har Ghar Kuch Kehta Hai"** supports the idea that emotionally driven stories turn functional products into symbols of identity and belonging, which strengthens long-term brand recall through emotional ties.

Several studies identify humor as a key factor in improving advertising effectiveness and memorability **Chowdhury, K., Sharma, M., & Ghai, S. (2021)**. Humor increases audience engagement, reduces resistance to persuasion, and improves message retention. This can be seen in Fevicol's iconic campaigns, where exaggerated yet culturally relevant humor, like the overcrowded bus advertisement, transformed a low-involvement industrial product into a well-remembered household brand. The research suggests that such humorous storytelling helps with short-term recall by capturing attention while strengthening long-term memory through repeated exposure and cultural familiarity. Similarly, the Surf Excel campaign "**Daag Achhe Hain**" supports research on emotional reframing. It shows that moral and emotional narratives about family values and childhood learning create deeper psychological impressions, leading to lasting brand recall and loyalty.

Research on advertising innovation and uniqueness explains why unconventional creative formats succeed in improving memory retention. The **Vodafone ZooZoos campaign**, which featured non-human characters during the important IPL season, shows how taking creative risks and keeping visuals simple can boost recall. Studies suggest that distinctive creative tools reduce cognitive clutter. This makes advertisements easier to remember in the short term and helps retrieve them later. Furthermore, research on nostalgia and cultural symbolism shows that ads rooted in shared cultural experiences and collective memory build lasting emotional connections with consumers. Pandey's campaigns consistently use these elements to weave brands into everyday Indian life and cultural awareness.

Insights from **Pandeymonium Pandey, P. (2016)** help clarify these findings by explaining the philosophical basis of Pandey's creative practice. The book points out that effective advertising comes from simplicity and understanding people instead of relying on complex data or corporate language. This idea aligns with research indicating that genuine, relatable stories improve cognitive fluency and emotional connection, which are both important for memory retention. By grounding advertisements in everyday life family interactions, local communities, and shared cultural details Pandey's work puts into action key theoretical ideas found in the literature. Together, these studies show that creative advertising based on emotional appeal, humor, storytelling, and cultural relevance greatly improves both short-term and long-term brand recall. This provides a solid theoretical foundation for the current research.

## METHODOLOGY

For this research, we have adopted Quantitative methodology to examine how creative advertising affects memory retention, focusing on campaigns created by Piyush Pandey. We used a structured survey method to gather measurable and objective data from respondents. Quantitative research was suitable for this study because it allows for statistical analysis of audience perception, recall ability, and the impact of advertising creativity on purchase decisions. This method lets the researcher test patterns, correlations, and trends in consumer responses systematically and consistently.

Data were collected through a Google Forms questionnaire containing 26 structured questions. The survey aimed to gather information on audience awareness of well-known campaigns such as **Cadbury Dairy Milk's "Kuch Khaas Hai," Fevicol ads, Asian Paints' "Har Ghar Kuch Kehta Hai," Surf Excel's "Daag Achhe Hain," and Vodafone ZooZoos**. We framed the questions using multiple-choice, Likert scale, and recall formats to evaluate: (1) short-term brand recall (immediate recognition of advertisement-brand connection), (2) long-term recall (memory retention over time), (3) emotional impact of the advertisement, and (4) influence on purchase intention and brand preference. This structured format ensured consistency in responses, making the data suitable for quantitative analysis. We circulated the survey among a diverse audience group to collect a wide range of consumer perceptions.

Our goal was to measure how creative elements such as humor, storytelling, nostalgia, emotional appeal, and cultural relevance affect recall rates and purchasing behavior. By quantifying audience responses, the study aims to statistically assess whether creatively rich campaigns show higher recall and a stronger influence on buying decisions compared to traditional advertising. We will analyze the collected data using percentage distribution, graphical representation, and comparative analysis to draw conclusions about the effectiveness of creative advertising in improving both short-term and long-term brand memory retention.

## FINDINGS

This study focused on the main idea that storytelling driven by emotions and rooted in culture, as introduced by Piyush Pandey, leads to better long-term brand recall and a greater influence on Gen Z compared to ads that center on features or influencers. The survey results strongly back this idea. Nearly 60% of respondents remembered ads that aired years, even decades, ago. Campaigns for brands like Cadbury, Fevicol, and Asian Paints remain well-remembered, surpassing many modern digital ads. This shows that storytelling based on everyday life in India has let these campaigns outlive their commercial purposes and become cultural memories instead of just promotional content.

A major reason for this lasting recall is the effectiveness of language anchors. Over **55.6%** of respondents pointed to taglines and dialogues as the most memorable parts of the ads. Phrases like “Kuch Meetha Hojaye” (Cadbury) and “Har Ghar Kuch Kehta Hai” (Asian Paints) have become part of everyday speech. They act as mental shortcuts that quickly trigger brand recognition. This shows that simple, culturally relevant language helps with memory better than technical product messaging. Interestingly, while recall of the ads and brands was very high, awareness of the creator Piyush Pandey was much lower. This highlights an important advertising principle: successful campaigns prioritize the brand as the hero, not the creator. The findings confirm that brand prominence was valued more than personal recognition, which helps build long-term brand equity.

Emotional storytelling became another key factor. Advertisements centered on humor, family connections, nostalgia, and Indian cultural themes were often seen as more memorable and trustworthy than those focused on price, product features, or celebrity endorsements. Respondents mentioned that "ordinary-looking" characters felt relatable and genuine, which increased trust. In fact, ads that did not push for a sale built greater credibility, supporting the idea that emotional connections can boost confidence in a product.

The research highlights how some campaigns influenced social behavior and perception. For instance, the Surf Excel campaign “Daag Achhe Hain” redefined the idea of children getting dirty as a positive sign of growth and kindness. Similarly, Cadbury’s well-known cricket-themed advertisement showed adults enjoying chocolate openly. These findings suggest that emotionally impactful advertising does not just sell products; it can also change social habits and attitudes. Visual and auditory memory cues helped improve recall. Many respondents clearly remembered silent or mostly verbal campaigns, such as Vodafone India's ZooZoos and the earlier pug campaign, even with minimal dialogue. The “Pug Effect” showed how a simple mascot became culturally significant, affecting pet adoption trends. Additionally, jingles from brands like Titan Company and Lifebuoy acted as strong memory aids. Participants could hum the tune even when they initially found it hard to recall the product name, which eventually led them back to the brand.

Another notable finding is the “Friend Factor.” Respondents saw brands like Cadbury and Asian Paints not as distant companies but as familiar parts of family rituals and celebrations. Many participants compared these ads to short films or movie scenes, remembering music, colors, and characters in vivid detail. This film-like quality built emotional connections and contributed to trust in the brand. Finally, the data shows a clear impact on purchasing behavior. 48% of respondents said they were more likely to buy or recommend a product if they liked its advertisement, even if they weren't consciously aware of the influence. This supports the idea that emotional storytelling creates a subconscious preference for brands that goes beyond logical evaluation.

In conclusion, the findings confirm that the “Piyush Pandey Effect” is marked by long-term memory retention, emotional connection, linguistic embedding, and subtle behavioral influence. The hypothesis is validated: storytelling rooted in culture not only improves brand recall among Gen Z but also builds trust, shapes social attitudes, and maintains brand relevance across generations.

## Overall Survey Insights Distribution

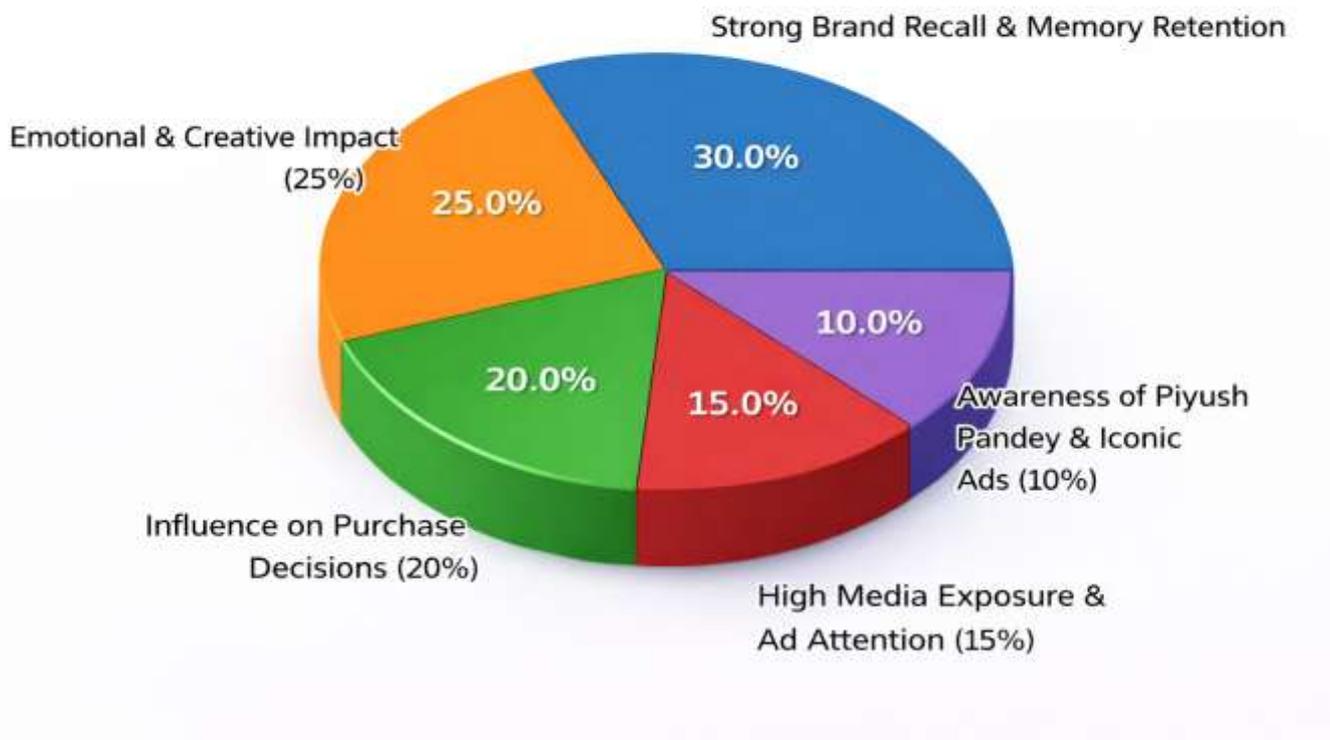


IMAGE (2)

### LEARNINGS

Based on the findings from the survey one of the most important lessons taken is that emotion is the strongest driver of memory. Respondents often remembered the feeling of an advertisement like joy, warmth, humor, or nostalgia before they recalled any product details or benefits. This shows that emotional engagement helps memory formation much more than just sharing facts. Campaigns led by Piyush Pandey show that when a brand makes people feel something significant, it leads to better recall. For example, the famous cricket-field commercial for Cadbury is not remembered for its ingredients or prices, but for the sheer joy it captured. The main point is clear: feelings last longer than facts, and emotional connection turns casual viewers into loyal brand supporters.

Another important lesson is that cultural connection acts as a strong competitive advantage. In a diverse and emotionally connected market like India, brands that look, sound, and feel Indian earn trust more quickly than those using generic global tones. Advertisements showing family gatherings, small-town humor, or everyday social interactions let audiences see themselves on screen. Brands like Fevicol became part of popular culture because their storytelling reflected real Indian experiences. This strategy of localizing content reduces the gap between the company and the consumer, making brands familiar household names instead of distant commercial entities.

The study also highlights the importance of integrating the brand into the narrative. Effective advertising does not just place a logo at the end of an entertaining story; it makes the brand a key part of that story. In many of Pandey's campaigns, the product is crucial to the resolution. Fevicol's strength drives the humor, and Cadbury's warmth adds to the celebration. When the brand and story fit together well, audiences take in the message without feeling like they are being pushed to buy something. This cuts down on ad fatigue and boosts engagement because viewers remain focused on the story instead of trying to skip it.

Another important idea is "Trust Capital." When people remember advertisements over time, it builds credibility. Ads that stay in memory from childhood to adulthood create a sense of stability and authenticity. This lasting emotional connection makes brands feel reliable and honest. Research shows that investing in one meaningful, high-quality campaign can create much more long-term brand value than running several brief digital trends. Consistency and depth, not just frequency, build lasting consumer confidence.

Finally, the study highlights that innovation often comes from simplicity. Contrary to the belief that high-cost visuals or complex technology are needed for impact, the findings reveal that a clear emotional idea, a catchy jingle, or a relatable character can be more effective than complicated approaches. In a crowded digital space, simplicity stands out. Straightforward storytelling that is honest and clear is not only cheaper but also more memorable and trustworthy. These insights confirm that the "Piyush Pandey Effect" is not just about creative talent; it is a strategic approach. Emotion, cultural authenticity, smooth storytelling, long-term consistency, and simplicity together create a foundation for advertising that lasts across generations.

### **Key Takeaways from the Learnings :**

- Feelings over Facts:** People remember the emotions an ad creates more than the product details it communicates.
- Keep it Local:** Ads rooted in Indian culture and everyday life build stronger trust and relatability.
- The Tagline is the Anchor:** A simple, catchy slogan helps consumers instantly connect the phrase to the brand.
- Tell a Story, Don't Just Sell:** Engaging storytelling makes the brand memorable without obvious selling.
- Quality Lasts Longer than Hype:** Meaningful stories stay in memory far longer than short-term digital trends.
- Simplicity Wins:** A single clear idea is more powerful and memorable than a complex message.
- Don't "Shout" at the Customer:** Soft, emotional storytelling works better than loud, aggressive advertising.
- Focus on Values, Not Features:** Selling emotions and values is more impactful than listing product features.
- The Power of Jingle:** A catchy tune reinforces brand recall long after the ad is over.
- Authenticity is Key:** Realistic and relatable ads create stronger connections than overly polished ones.

### **CONCLUSION**

This study examined the relationship between creative advertising and memory retention, focusing on short-term and long-term brand recall in Piyush Pandey's campaigns. It investigated how creativity, emotional appeal, storytelling, humor, and cultural relevance foster lasting brand memories. Findings affirm that emotionally and culturally resonant ads outperform rational ones, embedding brands in everyday language and culture. Campaigns like Cadbury Dairy Milk, Fevicol, Asian Paints, Surf Excel, and Vodafone use relatable stories of family bonding, kindness, celebration, and humor to build trust, preference, and loyalty. Key elements such as taglines ("Kuch Meetha Ho Jaye," "Har Ghar Kuch Kehta Hai"), jingles, and icons (Vodafone pug, ZooZoos) serve as potent memory cues, emphasizing meaningful repetition over mere exposure. Creative ads also shape social norms e.g., Surf Excel's "Daag Achhe Hain" reframed dirt as moral growth, and Cadbury's cricket ad normalized joyful celebration while simplicity in narratives proves more effective than complex visuals, conveying deep emotions through everyday scenarios. Ultimately, the research validates that storytelling-based, culturally grounded advertising enhances recall via emotional tools like humor, nostalgia, and symbolism. For marketers and students, it underscores strategic creativity rooted in human experience, fostering trust, bonds, and generational brand presence.

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