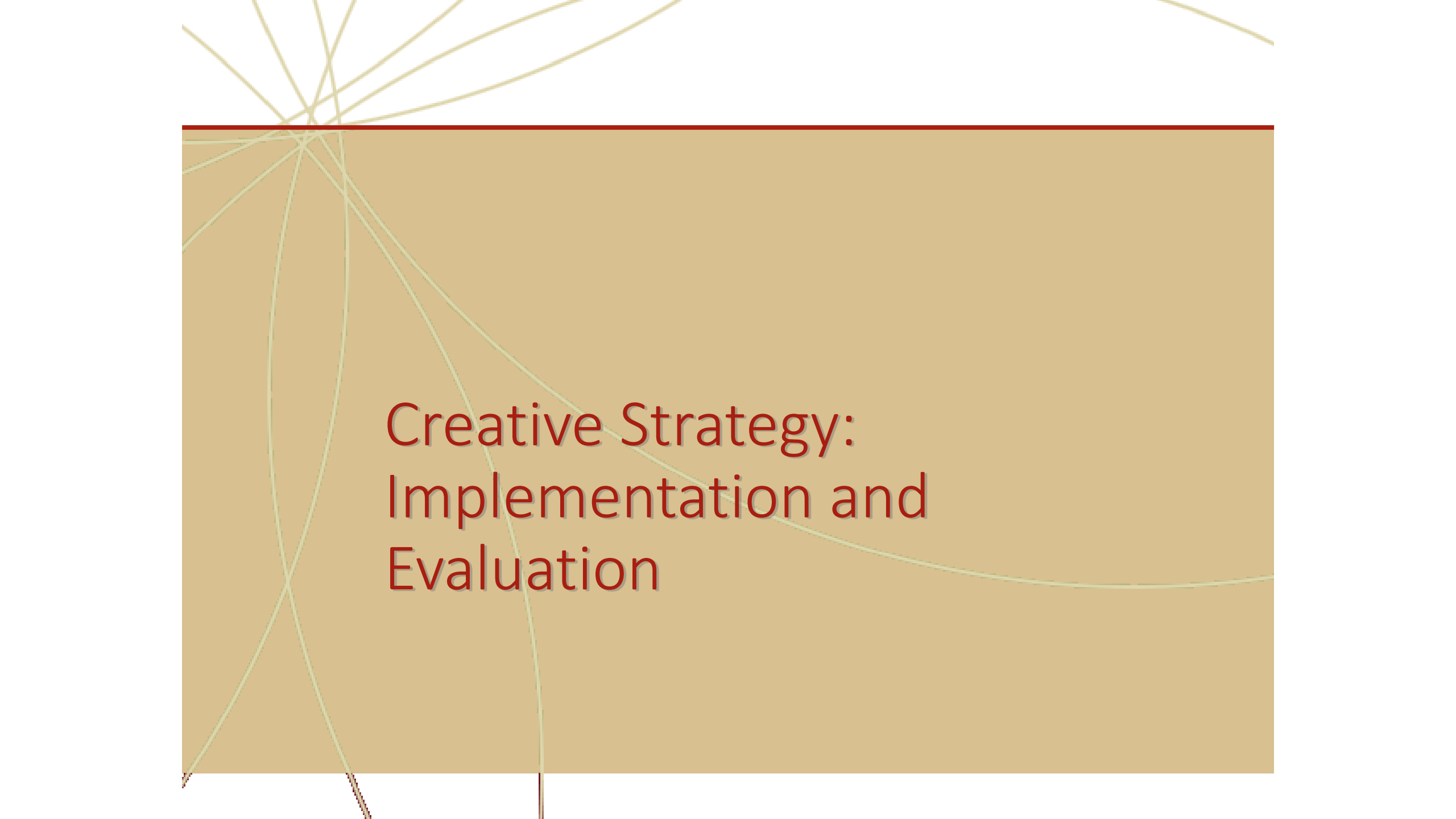
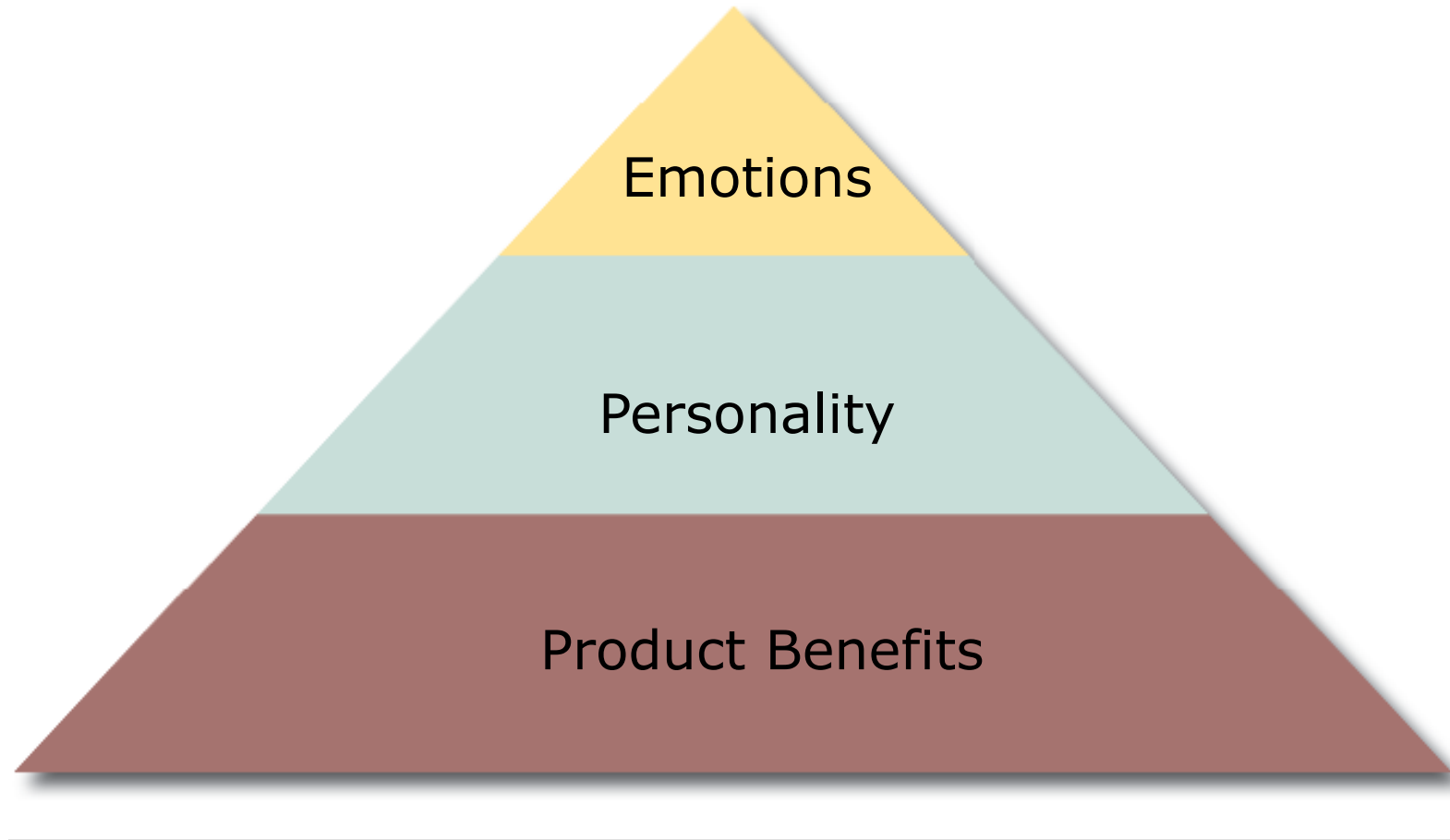


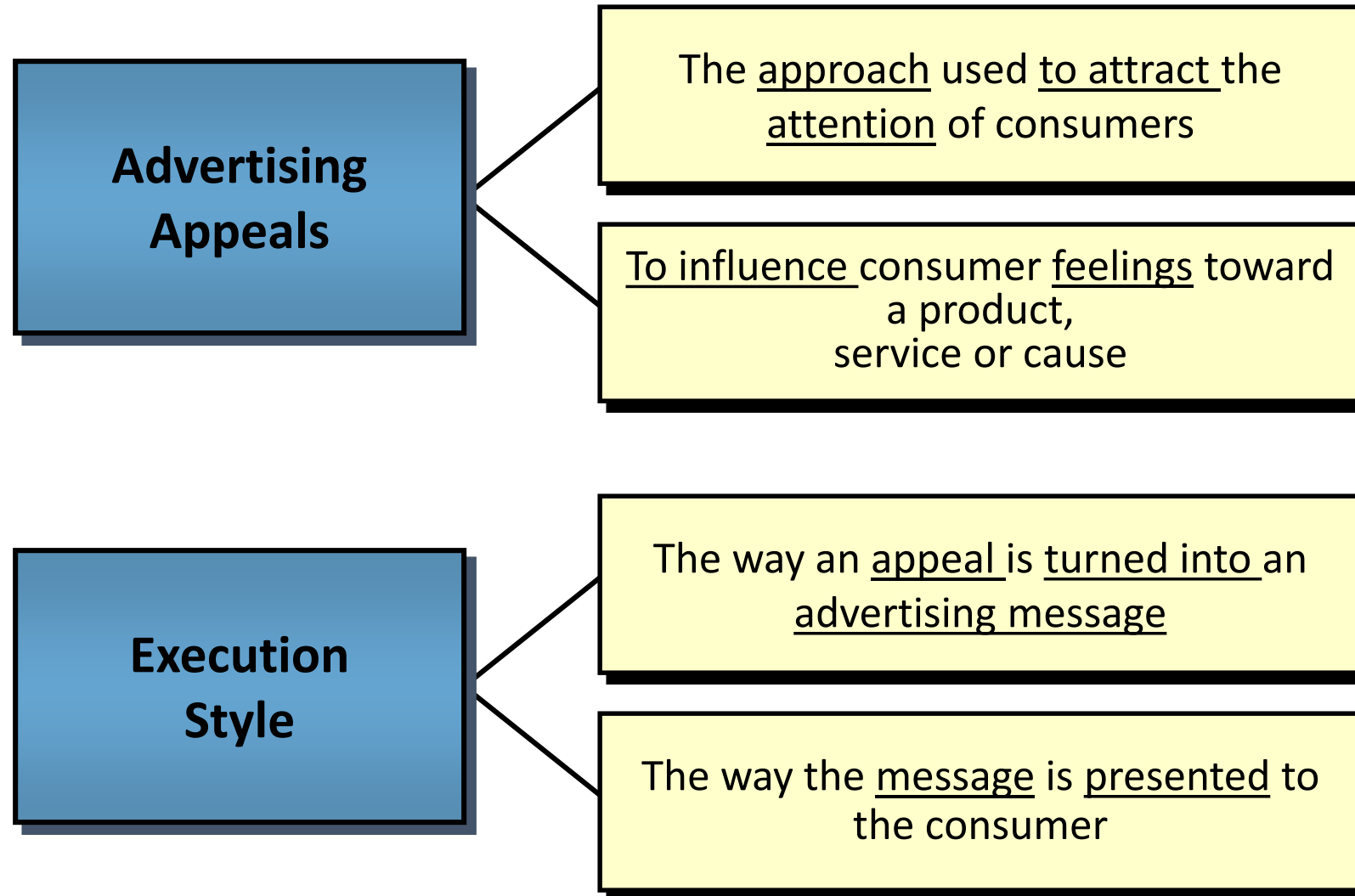
The background features a large, solid tan rectangle. Overlaid on this rectangle and the surrounding white space are several thin, curved gold lines that intersect and create a sense of movement and depth. The text is centered within the tan rectangle.

Creative Strategy: Implementation and Evaluation

Levels of Relationships With Brands



Appeals and Execution Style



Assignment

1. Explain and show a couple examples of the selected appeal/execution.

Group	Task
	Types of informational/rational appeals
	Appealing to personal states or feelings (see the list to choose from in the next slide)
	Appealing to social-based feelings(see the list to choose from in the next slide)
	Transformational ad (See definition in the following slide)
	Ad execution technique

Types of Informational/Rational Appeals

Feature: Focus on dominant traits of the product

Competitive: Makes comparisons to other brands

Price: Makes price offer the dominant point

News: News announcement about the product

Popularity: Stresses the brand's popularity

Assignment

1. Explain and show a couple examples of the selected appeal/execution.

Group	Task
	Types of informational/rational appeals
	Appealing to personal states or feelings (see the list to choose from in the next slide)
	Appealing to social-based feelings(see the list to choose from in the next slide)
	Transformational ad (See definition in the following slide)
	Ad execution technique

Appealing to Personal States or Feelings

Safety

Security

Fear

Love, Affection

Happiness, Joy

Nostalgia

Sentiment

Excitement

Arousal



Stimulation

Sorrow, Grief

Pride

Achievement

Accomplishment

Self-esteem

Embarrassment

Actualization

Pleasure

Ambition

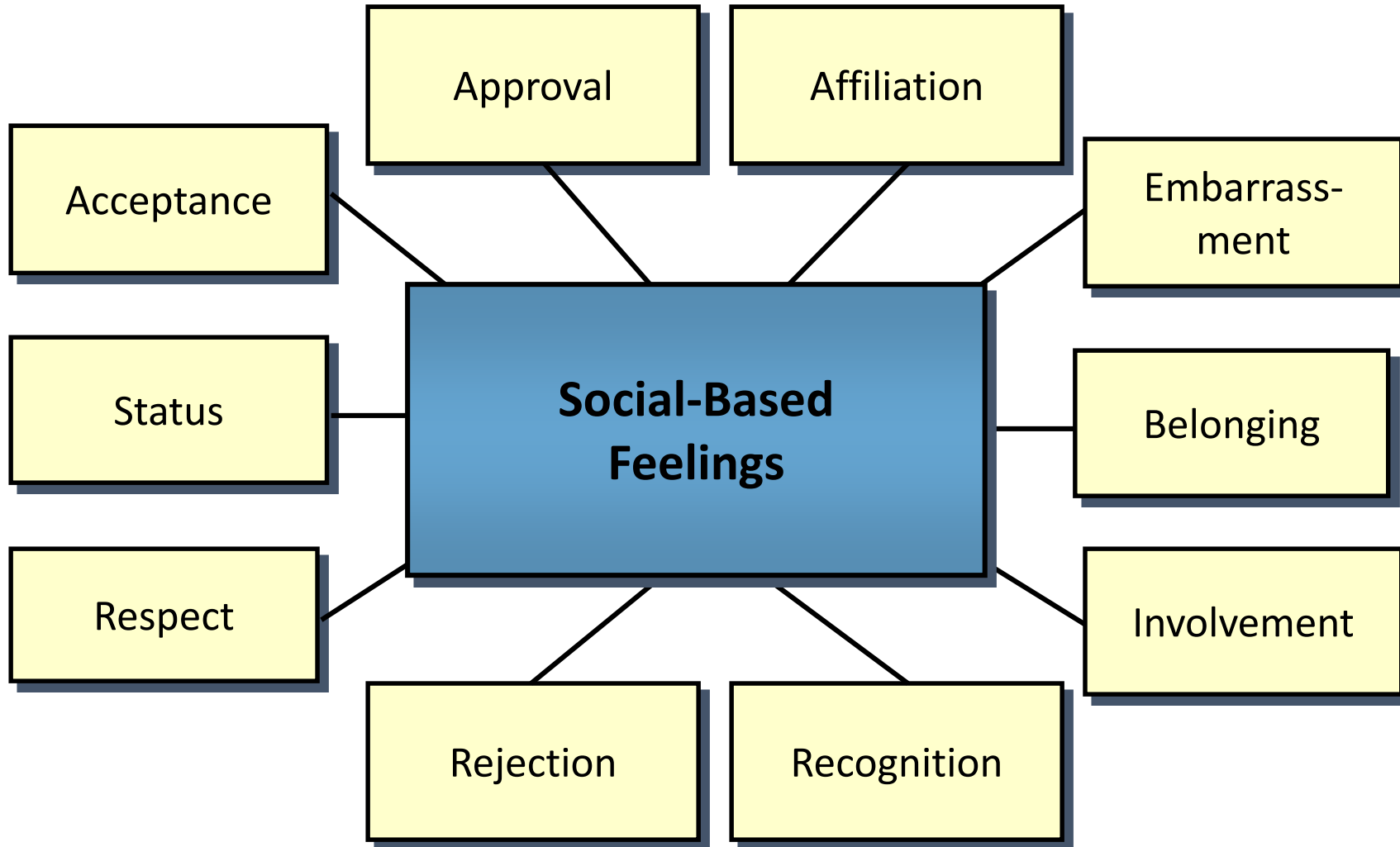
Comfort

Assignment

1. Explain and show a couple examples of the selected appeal/execution.

Group	Task
	Types of informational/rational appeals
	Appealing to personal states or feelings (see the list to choose from in the next slide)
	Appealing to social-based feelings(see the list to choose from in the next slide)
	Transformational ad (See definition in the following slide)
	Ad execution technique

Appealing to Social-Based Feelings

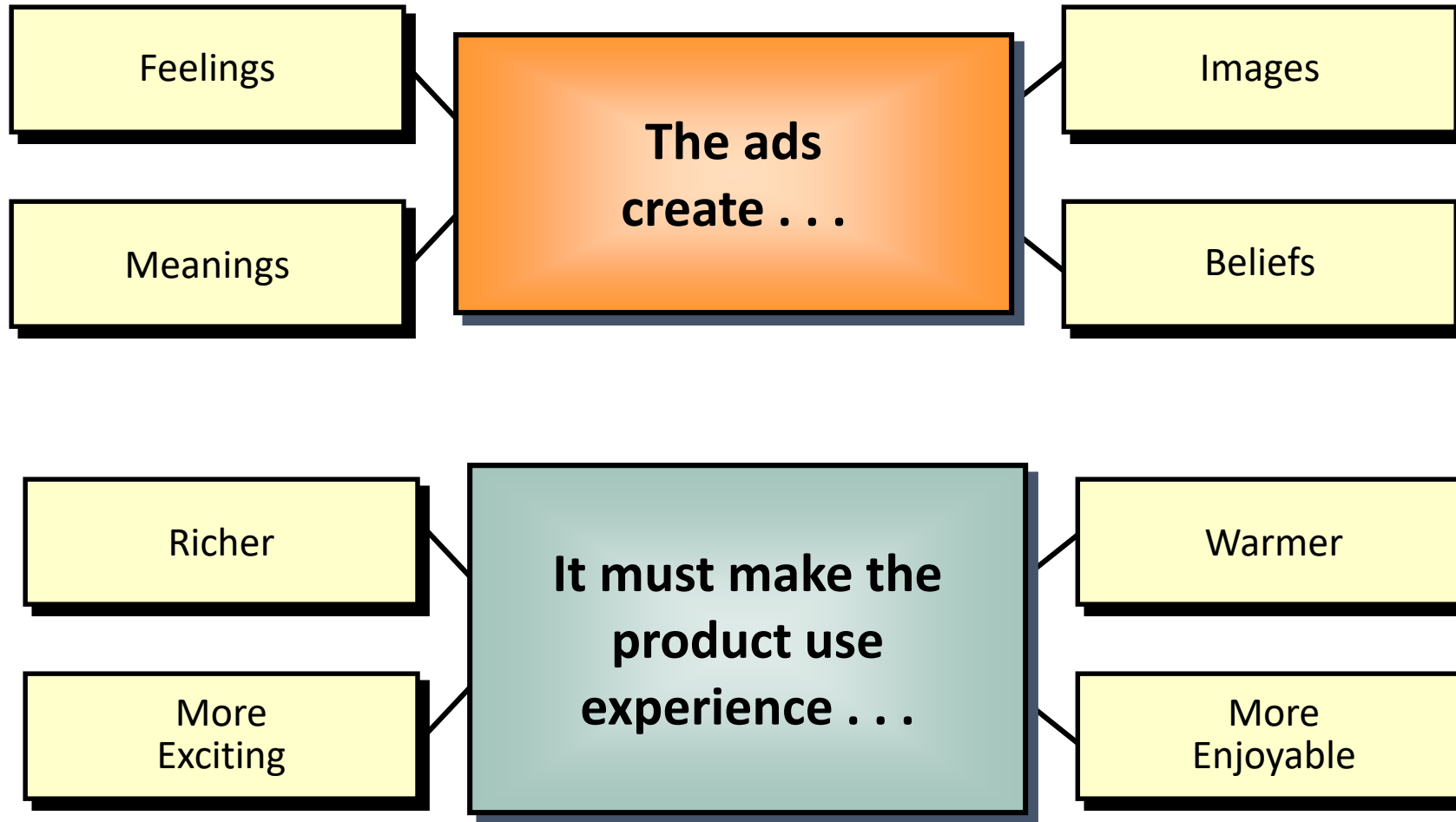


Assignment

1. Explain and show a couple examples of the selected appeal/execution.

Group	Task
	Types of informational/rational appeals
	Appealing to personal states or feelings (see the list to choose from in the next slide)
	Appealing to social-based feelings(see the list to choose from in the next slide)
	Transformational ad (See definition in the following slide)
	Ad execution technique

Transformational Ads



Assignment

1. Explain and show a couple examples of the selected appeal/execution.

Group	Task
	Types of informational/rational appeals
	Appealing to personal states or feelings (see the list to choose from in the next slide)
	Appealing to social-based feelings(see the list to choose from in the next slide)
	Transformational ad (See definition in the following slide)
	Ad execution technique

Ad Execution Techniques

Straight sell

Animation

Scientific/Technical

Personality Symbol

Demonstration

Imagery

Comparison

Dramatization

Testimonial

Humor

Slice of life

Combinations



Creative Tactics for Television



Sight



Motion

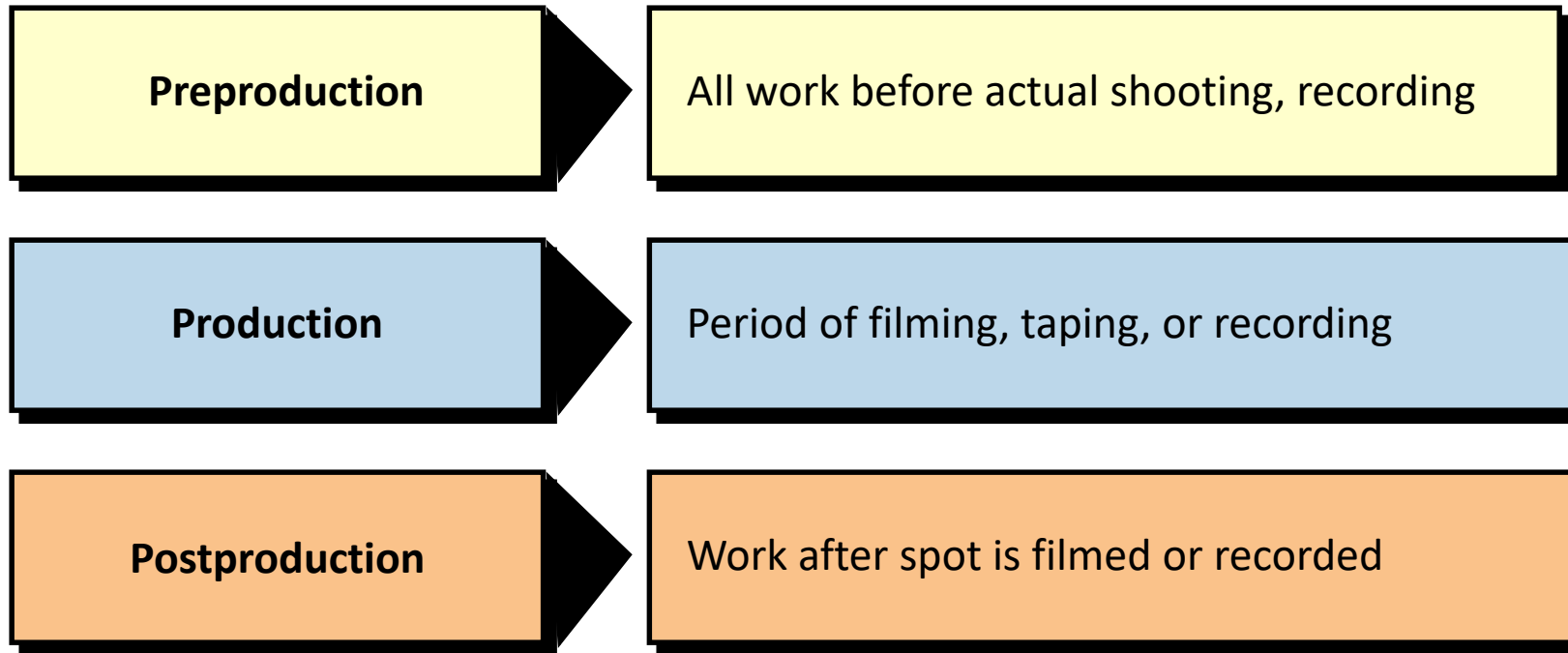


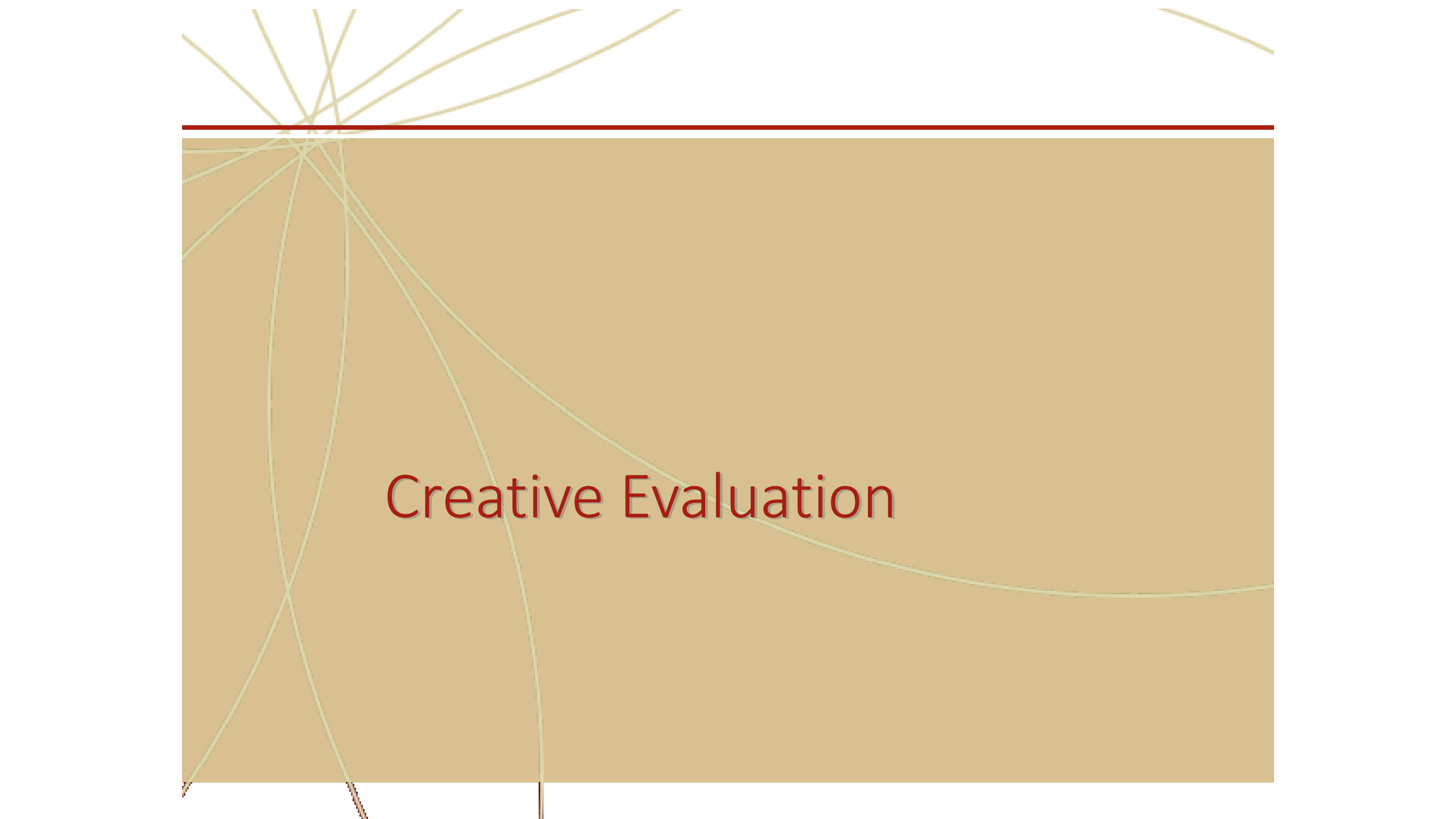
Sound 📢

Exercise 2

- From the key message of the product “Milk with collagen, aloe vera, multi-vitamin”, come up with a creative piece. Explain what appeal and execution you use.
 - Angel milk
 - All in one milk
 - ...

Production Stages for TV Commercials



The background features a large, solid tan rectangle that occupies the central portion of the frame. Above this rectangle, a thin, dark red horizontal line spans the width of the image. Several thin, light-colored lines, some straight and some curved, originate from the top edge of the tan rectangle and extend upwards and outwards towards the top of the image. The text "Creative Evaluation" is centered within the tan rectangle in a dark red, serif font.

Creative Evaluation

D'Arcy Masius Benton & Bowles's Universal Advertising Standards

Does the advertising position the product simply, with unmistakable clarity?

Does the advertising bolt the brand to a clinching benefit?

Does the advertising contain a Power Idea?

Does the advertising design in brand personality?

Is the advertising unexpected?

Is the advertising single-minded?

Does the advertising reward the prospect?

Is the advertising visually arresting?

Does the advertising exhibit painstaking craftsmanship?

Evaluation Guidelines for Creative Output

Consistent with brand marketing objectives?

Consistent with brand advertising objectives?

Consistent with creative strategy, objectives?

Communicates what it's supposed to?

Approach appropriate to target audience?

Communicates clear, convincing message?

Does execution overwhelm the message?

Appropriate to the media environment?

Truthful and tasteful?

Attention

Branding

Communication

Exercise 3

- Creative evaluation

Appendix

Basic Components of Print Advertising

Headline

Words in the Leading Position of the Ad

Subheads

Smaller Than the Headline, Larger Than the Copy

Body Copy

The Main Text Portion of a Print Ad

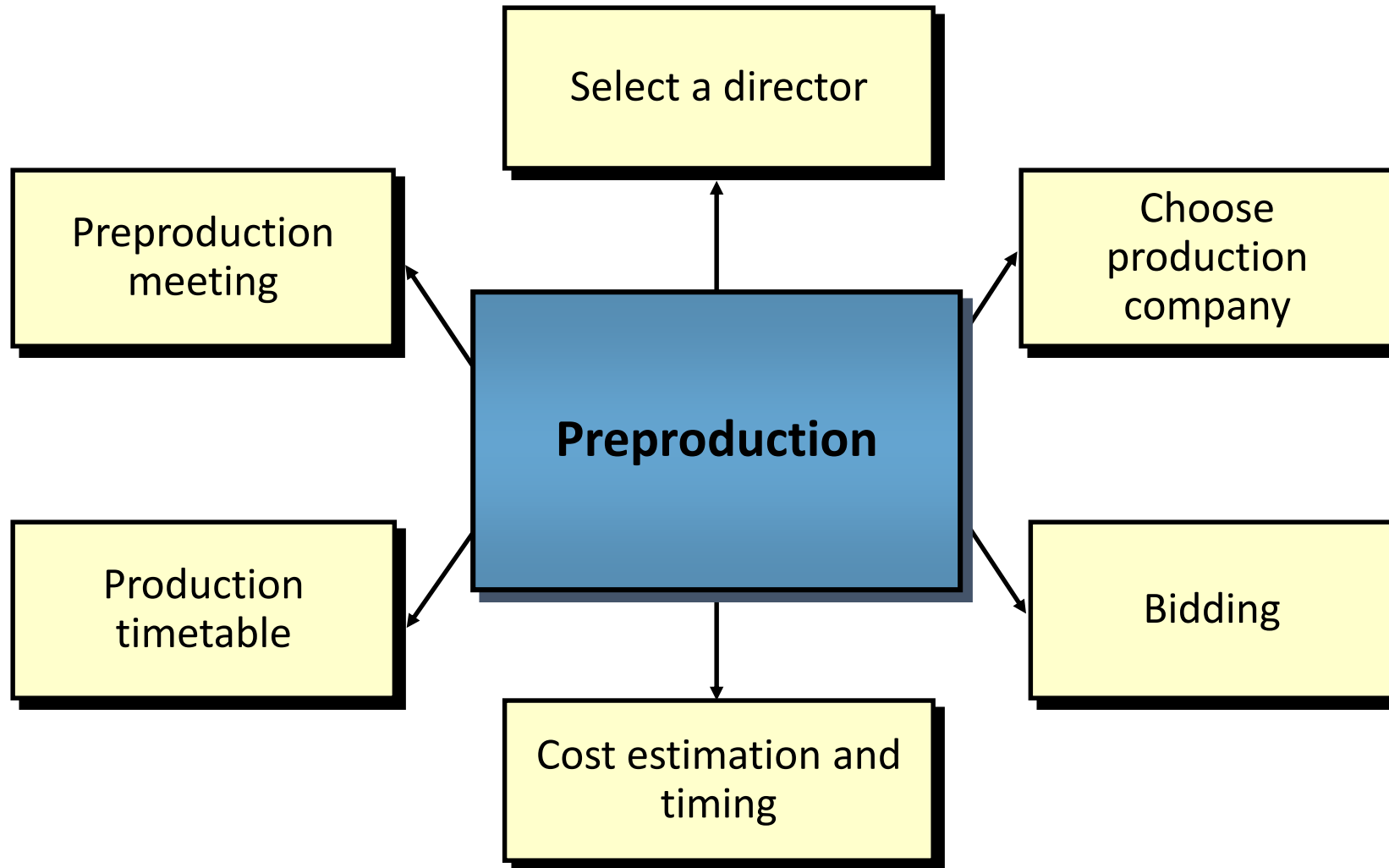
Visual Elements

Illustrations Such As Drawings or Photos

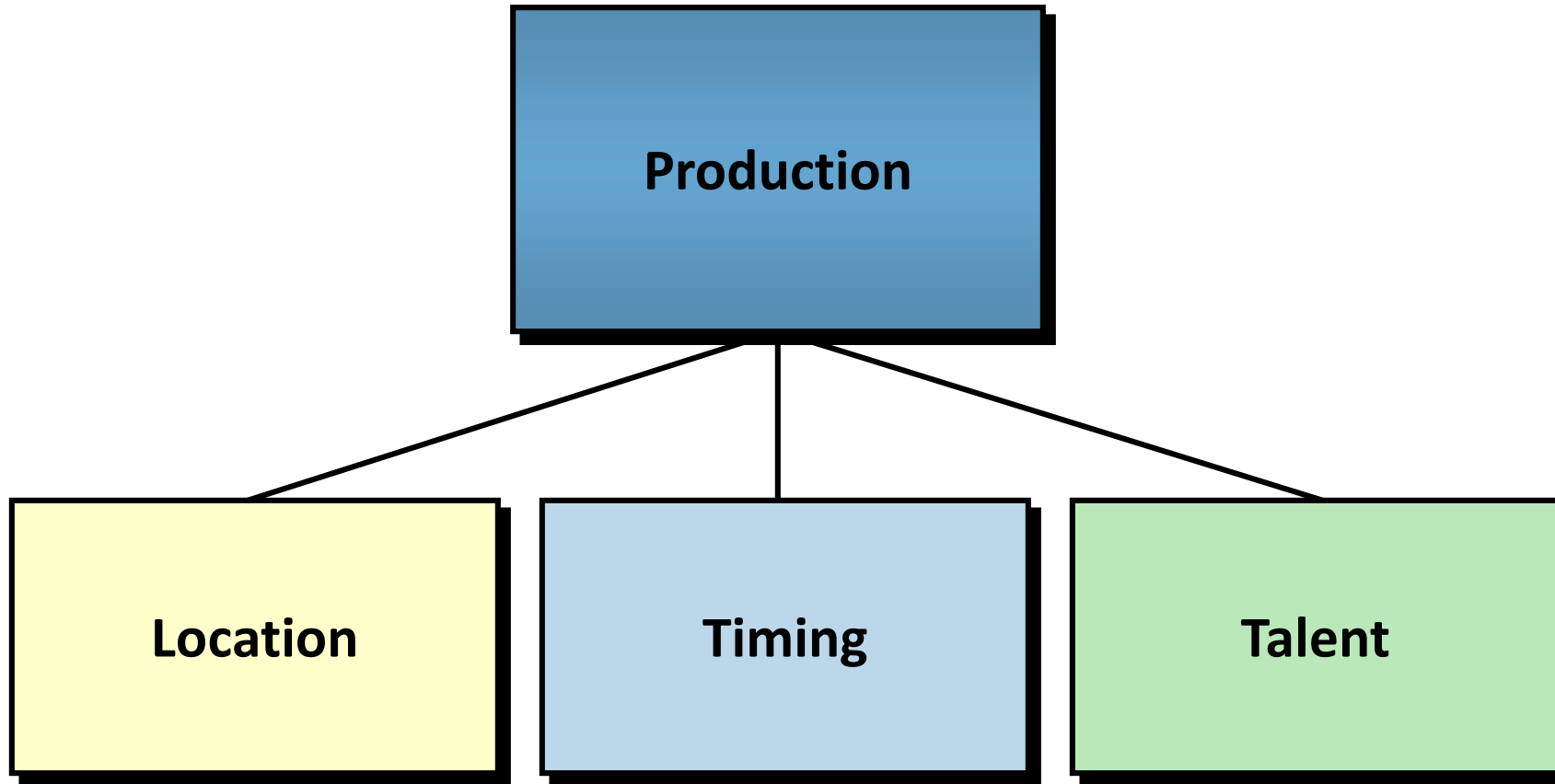
Layout

How Elements Are Blended Into a Finished Ad

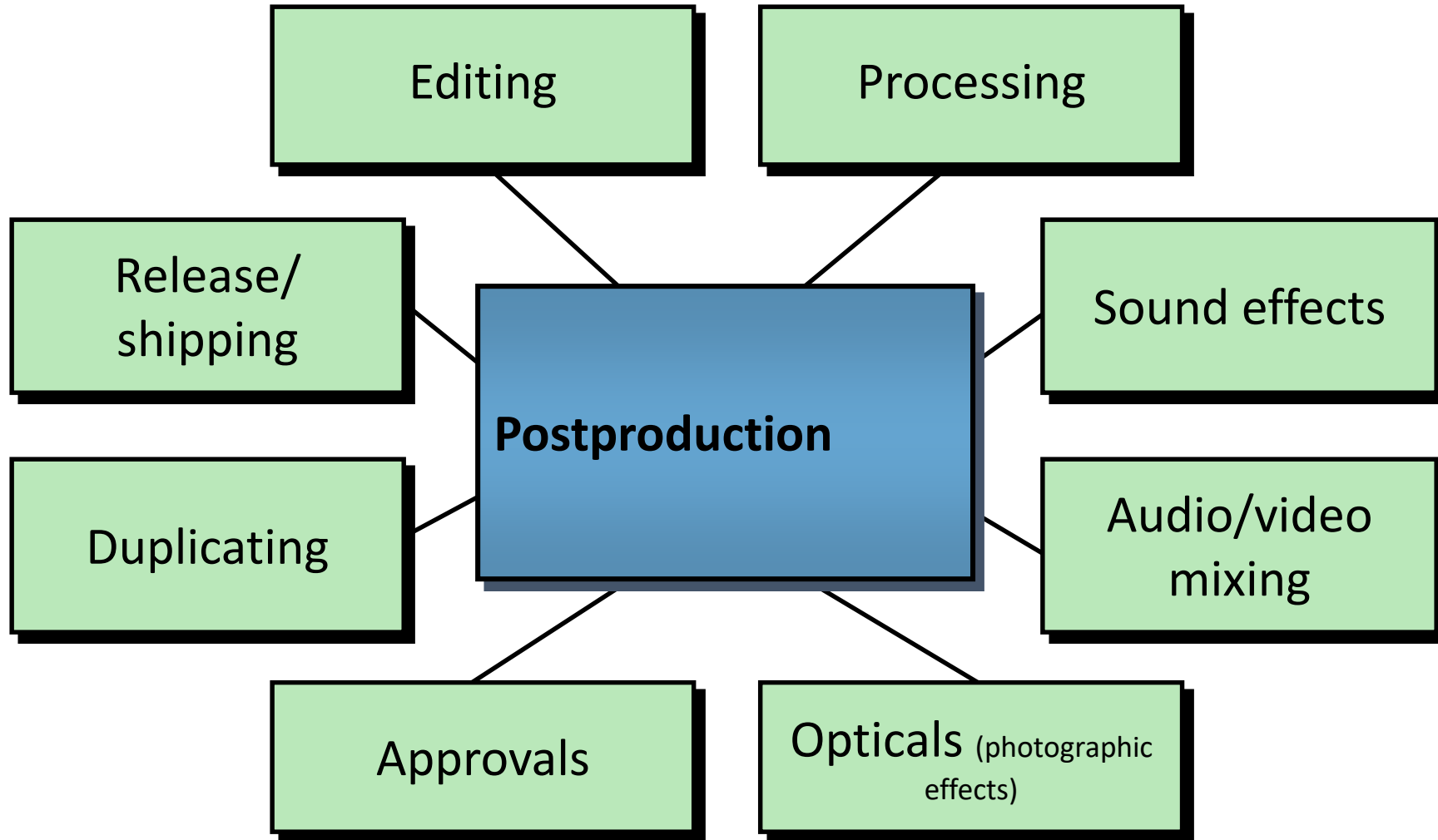
Preproduction Tasks



Production Tasks



Postproduction Tasks



Assignment (due in media class)

- Bring an example of “Your favorite media” and explain why you like it. (e.g. due to its creativity and its effectiveness)
- If it’s a clip, write down the URLs and briefly explain what storyline and key message.
- Submit an A4 hardcopy in the next class. This is an individual assignment.
- Write your number (number in the class registration sheet) at the top right corner.